“FACHMEDIEN UND MITTELSTAND DIGITAL” MEDIA DATA
The B2B network for professionals
What can you expect?

What „fachmedien und mittelstand“ stands for

Target group & key facts

Highlights
“FACHMEDIEN UND MITTELSTAND DIGITAL”
WHAT WE STAND FOR: The B2B network for professionals

“Fachmedien und mittelstand digital” pools high-quality content and the websites of the leading special-interest publishers in Germany.

The content is designed to appeal to specialist target groups and professionals in the relevant environment.

The B2B network reaches high-earning decision-makers, specialists and management executives in all types of companies and enjoys a reputation for quality content – as confirmed by the recommendation rate of 78%.¹

¹Source: user (on-site) survey on the websites of “fachmedien und mittelstand digital”
NEW: WEIMER MEDIA GROUP
Strong brands for sophisticated business journalism

„Markt und Mittelstand“ is required reading for owners, managing directors and managers of medium-sized companies.

„Börse am Sonntag“ is Germany's largest electronic financial magazine - founded in 2003 and is the only mandatory online publication on the German stock exchanges.

„Wirtschaftskurier“ – The companion of the middle class traces the developments of successful companies, analyzes them and shows the effects on middle class companies.

„The European“ – here the opinion counts and not the message. All political currents have their say, interpreted by international experts from politics, business and society.

Booking options:

- In rotation as a part of “fachmedien und mittelstand digital” or
- As a direct booking in rotation across the entire website
“Markt und Mittelstand” is the growth magazine for German medium-sized companies and offers cross-media quality journalism for medium-sized companies - up-to-date, relevant and useful.

The magazine not only reports on medium-sized companies – it’s made by medium-sized companies for medium-sized companies.

The editorial team reports on the latest developments in the areas of “Personnel”, “Salary”, “Law & Taxes”, “Purchasing” and “Future Markets” in a useful and focused manner.

The typical reader is the medium-sized entrepreneur, mainly from the manufacturing industry, with an annual turnover between 15 and 120 million euros and with more than 50 employees.
FACHMEDIEN UND MITTELSTAND
WHAT WE STAND FOR: These are the websites you will find in our B2B topic network.

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| **Markt**
| **BÖRSE** am Sonntag |
| **The European** |
| **Wirtschaftskurier** |

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“FACHMEDIEN UND MITTELSTAND” ... OUR READERS
Your direct line to exactly the right target group for your campaign

58% are between the ages of 30 and 59.

57% are male.

42% have a university entrance or higher qualification.

46% have a net household income of 3,000 € plus.

60% are the main breadwinners.

51% are firmly established in their careers.

67% live in a city with at least 100,000 inhabitants.

52% own their own house or apartment.

32% are opinion leaders.

81% attach importance to high quality.

13% regularly attend cultural events.

Source: agof daily digital facts, Ø month (of the last 3 months (May-July 2020)), total population 16+ (incl. VuMA attributes) | ¹ Question: In full-time employment | ² Question: 100,000 to fewer than 500,000 inhabitants OR 500,000 and more inhabitants |
³ Question: Type of residence: own house OR own apartment | ⁴ Question: I generally take the lead in discussions | ⁵ Question: I am willing to spend more on quality | ⁶ Going to the theatre, concerts, cultural events: multiple times a week/month
MARKT UND MITTELSTAND ... OUR DECISION-MAKERS

According to LAE 2020, marktundmittelstand.de reaches 22k of all C-Level decision-makers in Germany.

C-level decision-makers: 22k | 3,9% reach

Financial decision-makers: 67k | 4,1% reach

SME decision-makers: 80k | 4,5% reach

Business management decision-makers: 94k | 4,2% reach

1 Target group: Professional position: Senior executives/ Board member/ managing director/ director/ office/ operation/ works manager
Digital offerings: Markt und Mittelstand: marktundmittelstand.de

2 Target group: Sole/delegation/co-decision-makers in finance: Finances
Digital offers: Markt und Mittelstand: marktundmittelstand.de

3 Target group: Small and medium-sized enterprises (SMEs) in total (< 250 employees and up to 50 million euros turnover)
Digital services: Markt und Mittelstand: marktundmittelstand.de

4 Target group: Sole/delegation/co-decision-makers Company and management: Company and management
Digital offers: Markt und Mittelstand: marktundmittelstand.de

Legend: 22 thousand of all users who use handelsblatt.com are C-level decision-makers. This corresponds to a reach of 3.9% of all C-Level decision-makers in Germany.
FACHMEDIEN CONTENT IS OF HIGH QUALITY AND POPULAR

Users obtain exclusive information via the websites and frequently recommend them to others.

77% are (very) satisfied with the websites.¹
63% use the websites to gain the latest information.³
55% visit the website multiple times a week or even more frequently.⁴
67% describe the content as being of high quality.²
58% say they find information on the websites that they don’t find elsewhere.²
57% view the websites as a source of reference for their specialised fields.²

Source: iqd FUM Survey 2018; no. of cases: n=176, survey period: May 22 – July 31, 2018
¹ Question: How do you like this website? ² Question: To what extent do you agree with the following statements? ³ Question: What are the specific reasons why you use this website? Multiple answers possible ⁴ Question: How often do you use this website?
Reach our loyal and interested readers.

Online
0.36 mio.
UUs

Mobile
0.16
mio.
UUs

= 0.52 mio.
UNIQUE USERS
digital

Source: agof daily digital facts, last month (March 2021), total population 16+
The network for professionals pools specific special-topic sites that are leaders in their segment to create tailored topic-based environments.

While the narrow topic focus means that the environments have relatively low reach, it also means that they are extremely valuable in terms of quality when it comes to appealing to specific target groups and minimising wastage.
The “Sponsored Post Fachmedien” is the easy way to implement a content marketing strategy in the B2B segment.

This product enables advertising clients to insert a sponsored post (including native teaser for traffic generation) throughout the B2B topic network with just a single booking.

What iq digital offers you:

- The editorial service team produces the sponsored post incl. native teaser to boost traffic.
- All included: positioning, teaser serving and optimisation reporting complete with standard KPI evaluation.

Traffic generated
by native teasers in matching environments
One click away from more detailed information

- Ad Solutions
- Programmatic
- Newsletters
- Targeting
- Podcasts
- Content Marketing
INTERESTED?
Please call us. We’ll be happy to advise you.