

MEDIA DATA

“B2B” topic cluster

EDISON ... WHAT WE STAND FOR

Edison is a companion, advisor and trailblazer on the journey into the future.

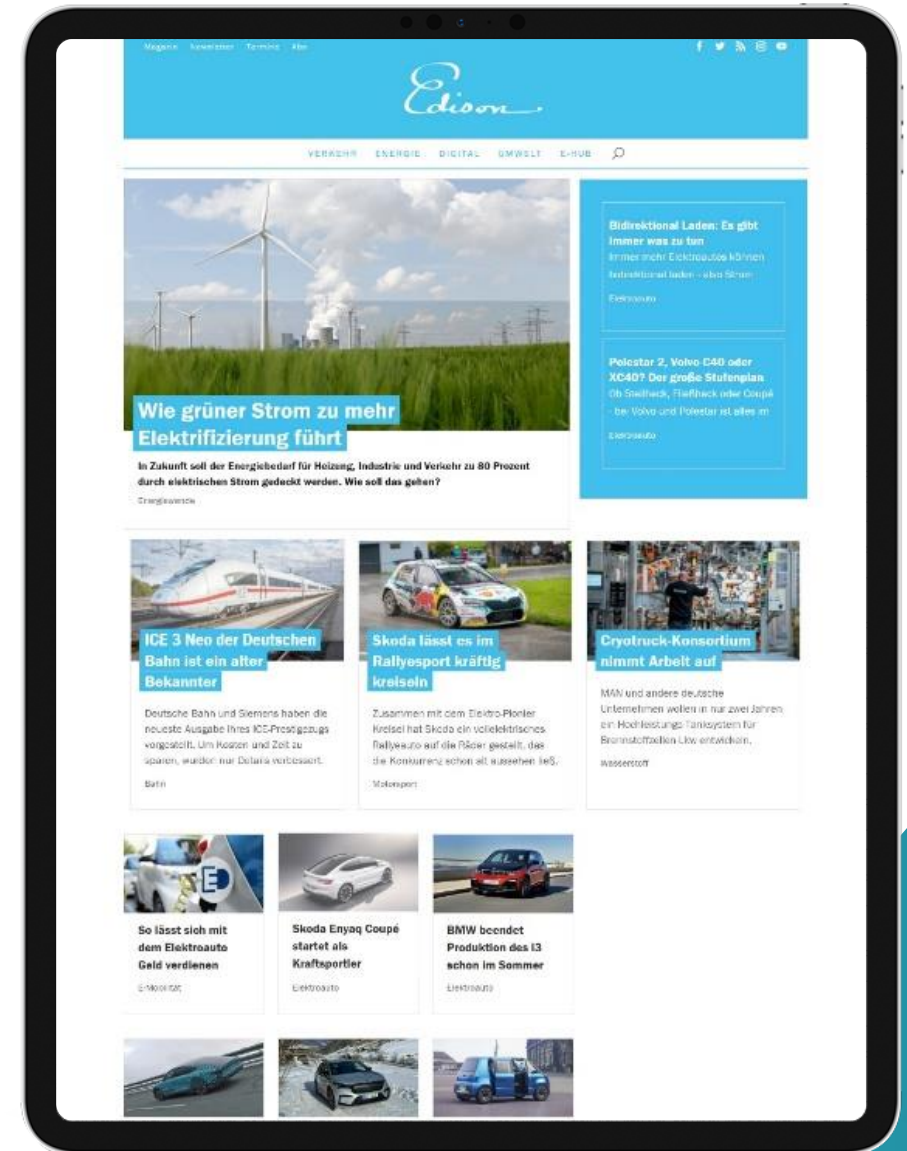


Edison is the home of Generation E.

More and more people aspire to sustainable, environment-friendly and self-determined mobility.

For them, electric cars and electric bicycles are meanwhile more than just another option. More and more manufacturers are offering vehicles that will soon also be self-driving. Vehicles that everyone can afford – at least temporarily – thanks to the sharing economy.

The electricity for their eMobile comes straight from their own roof. Mobility is becoming a thing of pleasure – complete with a clear conscience. Anywhere. Anytime.



EDISON ... OUR READERS

Your direct line to exactly the right target group for your campaign



Edison appeals to people with a clear-cut **attitude**.



The primary target group are “**Lohas**” (Lifestyle of Health and Sustainability).



People of both sexes who enjoy life, are **successful in their careers**, have high **incomes** and are well-educated



Liberal and cosmopolitan, tech-savvy and always **enthusiastic** about **technical** innovations, young at heart and open for **new developments**



They are characterised by their great interest in **ecology** and **sustainability**, **digitisation** and the **sharing economy**.



They are **pioneers** on the journey into the new **mobile era**.

GENIOS ... WHAT WE STAND FOR

Leading database for electronic business information



GENIOS is the number one provider of online business information in Germany and offers direct access to around 1,500 qualified databases containing several hundred millions of documents.

GENIOS users can find such information as the financial status of business associates in the form of business profiles and creditworthiness ratings, reports on their own company in the press and in special-interest magazines, or the latest on trends and developments in sector reports and business analyses.

As a subsidiary of Frankfurter Allgemeine Zeitung and the Handelsblatt Media Group, we provide our customers with quality information and innovative IT services in the areas of research, business intelligence, data analytics, smart data, eContent services and electronic archives.



HUSS MEDIEN ... WHAT WE STAND FOR

Traditional B2B publisher for specialists and management executives in industry, commerce and the trades

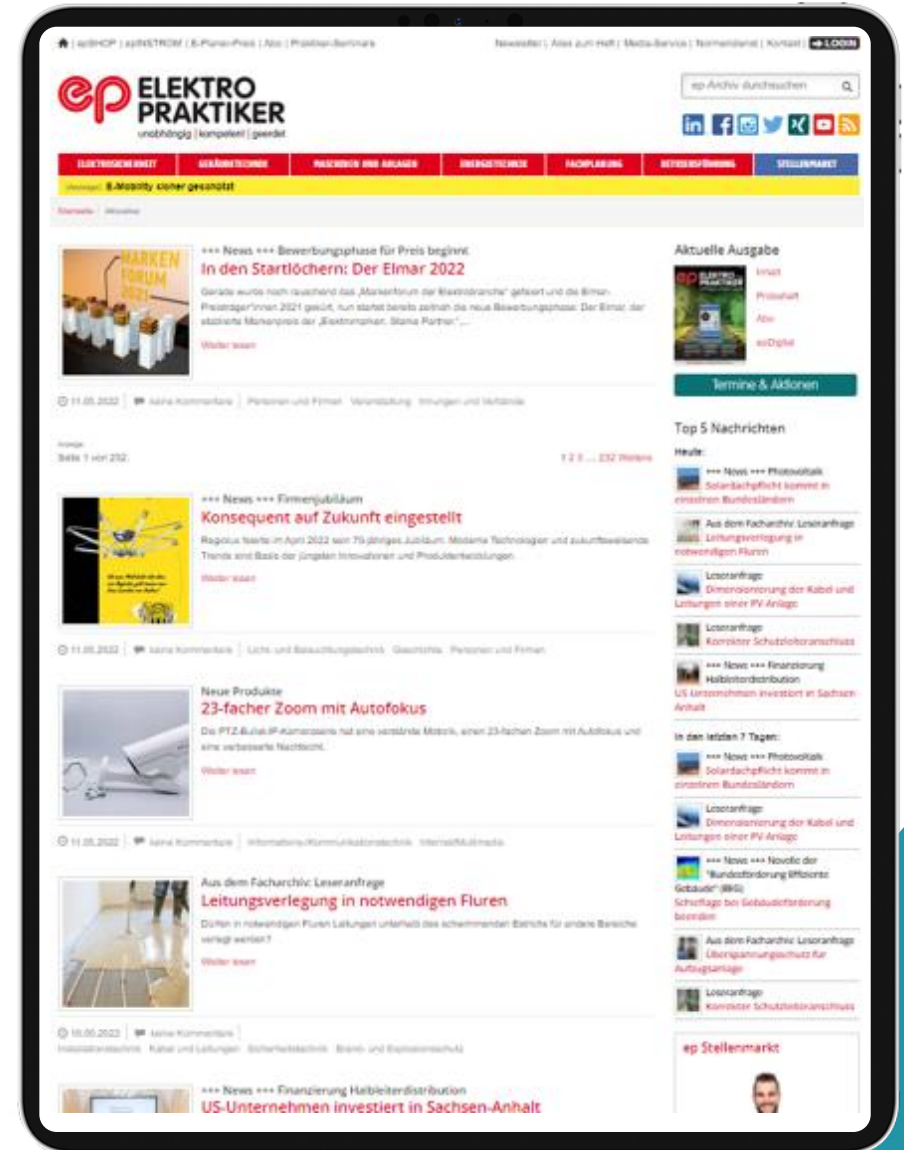


HUSS-MEDIEN GmbH is a special-interest publisher focusing on media that provide hands-on and background knowledge for specialists and management executives in industry, commerce and the trades.

Core topics are technical and technology subjects, construction, housing and law.

Media examples:

- “Arbeits- und Arbeitsrecht” (employment law)
- “Elektropraktiker”
- “Technische Logistik”
- “TGA-Praxis” (technical building equipment and systems)



HUSS VERLAG ... WHAT WE STAND FOR

Relevant media for specialists and management executives in the logistics and automotive sectors



HUSS-VERLAG is a modern B2B publishing house offering special-interest journals and a diverse range of digital formats designed to provide specialists and management executives with information on products as well as hands-on and background knowledge.

Readers work in a variety of sectors:

- Logistics / Automotive
- Transport
- Fleet management
- Tourism and passenger transport

The logo for Hussverlag, featuring the word "hussverlag" in a lowercase, rounded, sans-serif font. The letters "huss" are in a dark teal color, and "verlag" is in a lighter green color. The logo is centered within a large, rounded rectangular frame with a thick black border.

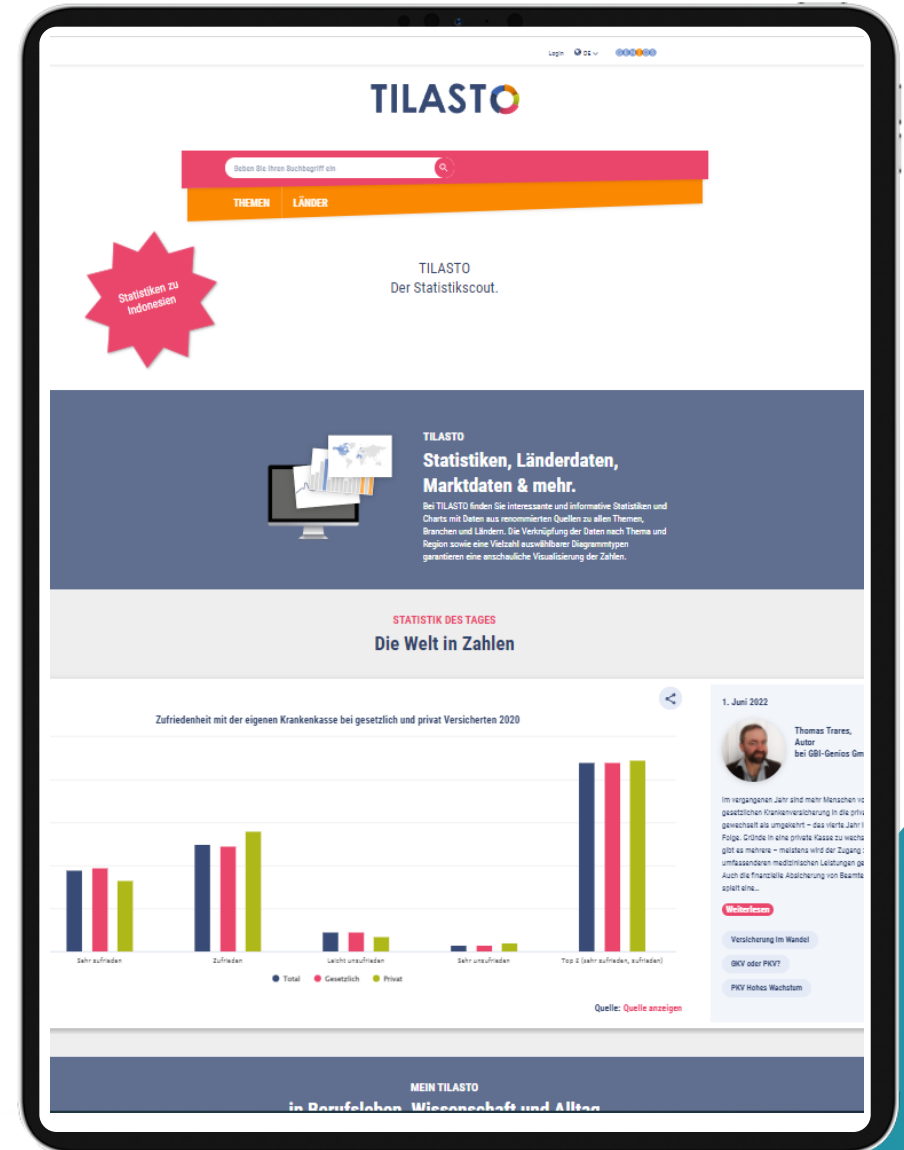
TILASTO ... WHAT WE STAND FOR

Wide-ranging statistics portal



TILASTO is where users find interesting and informative statistics and charts featuring data from highly reputed sources on all topics, sectors and countries.

Interlinking of data by topic and region as well as a wide variety of selectable diagram types guarantee well-structured visualisation of relevant figures.



WIN VERLAG ... WHAT WE STAND FOR

Specialist publisher for digitalisation, AI and Industry 4.0



The WIN-Verlag publisher is a byword for the very highest level of innovation and has always been quick to identify the trends and signs of the times. The core topics are digitalisation, AI, Industry 4.0, applied computer science, eCommerce, design and much, much more.

Media examples:

- digitalbusiness-cloud.de
- autocad-magazin.de
- digital-engineering-magazin.de
- e-commerce-magazin.de
- bauen-aktuell.eu (construction)

