“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%.

¹Source: user (on-site) survey on the websites of “fachmedien und mittelstanddigital”
“FACHMEDIEN UND MITTELSTAND DIGITAL”
WHAT WE STAND FOR: These are the websites you will find in our B2B topic network.

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

60% are between the ages of 30 and 59.

58% are male.

45% have a university entrance or higher qualification.

47% have a net household income of 3,000 € plus.

60% are the main breadwinners.

53% are firmly established in their careers.¹

67% live in a city with at least 100,000 inhabitants.²

52% own their own house or apartment.³

33% are opinion leaders.⁴

81% attach importance to high quality.⁵

14% regularly attend cultural events.⁶

Source: ageo daily digital facts, 0 month of the last 3 months (October – December 2019); total population 16+ (incl. TV households); 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.
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: iqfd 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?
„FACHMEDIEN UND MITTELSTAND“ ... KEYFACTS
Reach our loyal and interested readers.

Online
2.01 mio.
UUs

Mobile
1.15
mio.
UUs

= 2.98 mio.
UNIQUE USERS
digital

Source: agof daily digital facts, last month (January 2020), total population 16+
OUR DISPLAY HIGHLIGHT: TOPIC ENVIRONMENT ROTATION
Your brand in the matching topic environment

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.
Traffic generated by native teasers in matching environments

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.
„FACHMEDIEN UND MITTELSTAND“ ... ADVERTISING OPTIONS

One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.