The entire world of engineering under one roof
What can you expect?

What INGENIEUR.de stands for

Target group & key facts

New features & highlights
No other occupational group is in such demand as engineers. The digital platform of INGENIEUR.de serves as a job market and news portal complete with a big career and technology magazine.

The sections “Technology”, “Specialisations”, “Research”, “Products” and “Business” cover the full range of topics in the engineering field.

INGENIEUR.de belongs to VDI Verlag, the leading media company for engineers as well as technical specialists and management executives. The information portfolio of the publisher is designed to provide professional support to this target group in their work-related activities and their career planning.
The INGENIEUR.de community continues to grow – also in the social networks.

INGENIEUR.de reaches its users not only via the stationary and mobile Web but also via the social media channels.

Social media can play an important role in effective and expressive content marketing campaigns by facilitating communication with engineers.
VDI-NACHRICHTEN.COM... WHAT WE STAND FOR
The journalistic home for engineers

VDI nachrichten offers specialist information for engineers and technical specialists and managers on all aspects of technology, economy and society.

VDI nachrichten stands for journalistic excellence in the age of industrial transformation and digitalization. The focus is on the manufacturing and processing industry segments. Key technologies from production engineering, networked production, automation technology, product and process design, vehicle and traffic engineering and the energy industries are further key topics.

The homepage of VDI nachrichten can be booked in the homepage package of INGENIEUR.de.
INGENIEUR.DE AND VDI-NACHRICHTEN.COM
Media services for engineers and technical specialists and managers

vdi-nachrichten.com
✓ 90% of VDI Nachrichten readers are VDI members (association of German engineers).
✓ News are published here, which are created in addition to the print newspaper.
✓ News with very current relevance (which is not held back until the print newspaper appears), also longer interviews, which only make it into the newspaper in a shortened form due to lack of space.

Ingenieur.de
✓ 76% of users are between 20 and 59 years old**
✓ The digital platform of INGENIEUR.de offers job exchange and news portal with large career and technology magazine.
✓ The portal is designed to professionally support engineers and technical specialists and managers in their professional activities and career development.

*Source: internal measurement | **Source: agof daily digital facts, ø month (last three month (May – July 2020), Population 16+
The VDI Fachmedien offer a wide range of renowned trade journals in the fields of construction, design/production, logistics, energy and environment.

The individual websites convey unique insider know-how, made possible by the constant exchange with the VDI, the Fraunhofer Institutes and other renowned organizations and associations.

Top-class authors report on innovations and background knowledge in their respective fields - practice-oriented, without losing sight of the scientific background.
INGENIEUR.DE … OUR USERS
Your direct line to extremely well-educated engineers in their working environment

76% are between the ages of 20 and 59.

77% are extremely well-educated.¹

65% are firmly established in their job.²

13% are aiming for a career in engineering.³

73% have a net household income of 2,000 € plus.⁴

83% are very quality-conscious.⁵

76% are highly mobile and spend a lot of time on the move.

65% use INGENIEUR.de for job-related information.⁶

83% always look for value for money when buying products.⁷

Source: agof daily digital facts, Ø month for the past three months (May - July 2020), total population 16+

¹: degree from a university (of applied sciences) or uni (of applied sciences) entrance qualification or secondary education: 6-year secondary school (FRG) / polytechnic secondary school (former GDR) ²: in full or part-time employment ³: in training, apprentice, school student, university student ⁴: net household income from 2,000 EUR to less than 3,000 EUR or 3,000 EUR plus ⁵: I am willing to spend more on quality ⁶: job-related use of the Internet: "Yes" ⁷: When shopping, I attach particular importance to value for money.
According to the LAE 2020 survey, 54% of decision-makers who read INGENIEUR.de work for SMEs.

C-level decision-makers: 37k | 6,6% reach \(^1\)

Financial decision-makers: 90k | 5,5% reach \(^2\)

SME decision-makers: 54k | 3,1% reach

Business management decision-makers: 147k | 6,5% reach \(^4\)

\(^1\) Target group: Professional position: Senior executives/ Board member/ managing director/ director/ office/ operation/ works manager
Digital offerings: Handelsblatt: VDI Nachrichten: ingenieur.de + App(s)

\(^2\) Target group: Sole/delegation/co-decision-makers in finance: Finances
Digital offers: VDI Nachrichten: ingenieur.de + App(s)

\(^3\) Target group: Small and medium-sized enterprises (SMEs) in total (< 250 employees and up to 50 million euros turnover)
Digital services: VDI Nachrichten: ingenieur.de + App(s)

\(^4\) Target group: Sole/delegation/co-decision-makers Company and management: Company and management
Digital offers: VDI Nachrichten: ingenieur.de + App(s)

Source: LAE 2020, digital reach Ø month

Legend: 37 thousand of all users who use ingenieur.de are C-level decision-makers. This corresponds to a reach of 6,6% of all C-Level decision-makers in Germany.
INGENIEUR.DE ... KEY FACTS
Reach our loyal and interested readers.

Source: agof daily digital facts, last month (March 2021), total population 16+ | IVW 2021-06
EVERGREEN ... THE HOMEPAGE

Showcase your brand.

Use the powerful appeal of the INGENIEUR.DE media brand and strong visuals to transfer the positive image and trustworthiness of our medium to your brand message!

Our branding formats offer you the perfect solution to showcase your brand.

You can find more information in our rate card.
SOMETHING SPECIAL ... THE NATIVE HUB
Informative communication, natively integrated

Present your brand in the editorial environment and position yourself as an expert in your specialist field.

INGENIEUR.de is the ideal platform for you to tell your story to an exclusive and attentive user base using impressive visuals.

You can find more information in our content solutions

Including social media integration and newsletter
Showcase your company as the exclusive sponsor of an editorial topic, such as the Hannover Fair or the topic of eMobility. The content of the specials is penned by the INGENIEUR.de editorial team.

All articles in the booked topic special are branded with your ads.

Co-branded ads link direct to the special.

Prices and booking durations of the specials vary depending on topic.

Social media integration possible.
INTERESTED?
Please call us. We’ll be happy to advise you.