INGENIEUR.DE MEDIA DATA
The entire world of engineering under one roof
INGENIEUR.DE MEDIA DATA
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.
82% are between the ages of 20 and 59.

80% are extremely well-educated.¹

67% are firmly established in their job.²

12% are aiming for a career in engineering.³

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

82% are very quality-conscious.⁵

75% are highly mobile and spend a lot of time on the move.

71% use INGENIEUR.de for job-related information.⁶

82% always look for value for money when buying products.⁷

Source: age/… digital facts, ¹: all for the past three months (Oct – Dec 2019), total population 16+. ¹: degree from a university (or applied sciences) or an MSc (or applied sciences) entrance qualification or secondary education: 6-year secondary school (PRT), polytechnic secondary school (former OERI); ²: in full or part-time employment; ³: in training, apprentice, school student, undergraduate; 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; ⁷: Yes; ⁸: When shopping, I attach particular importance to value for money.
According to the LAE 2019 survey, 59% of decision-makers who read INGENIEUR.de work for SMEs.

C-level decision-makers: 25,000 | 5% reach

Financial decision-makers*: 67,000 | 4% reach

SME decision-makers: 89,000 | 5% reach

Decision-makers* in the area of company and business management:
112,000 / 5% reach

Source: LAE 2019, digital reach users per week. *Sole decision-makers/Decision influencers and delegation decision-makers. Reading example: 25,000 of all users who use INGENIEUR.de are C-level decision-makers. This corresponds to a reach of 5% of all C-level decision-makers in Germany.
INGENIEUR.DE ... KEY FACTS
Reach our loyal and interested readers.

Online 0.27 mio. UUs + Mobile 0.24 mio. UUs
= 0.50 mio. UNIQUE USERS - digital

1,691,384 Ps - digital
885,851 VISITS - digital

Source: agof daily digital facts, last month (January 2020), total population 16+ | IVW 2020-01
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 directly to the special.

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

Social media integration possible.
INGENIEUR.DE ... ALL ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.