



»Immobilienwirtschaft«  
The top-selling trade journal for real estate pros\*\*

Price list  
no. 15  
effective from  
Jan 1st 2011

# MediaKit 2011

## »Immobilienwirtschaft« – the widest circulating and best selling trade journal for real estate professionals in German-speaking countries

»Immobilienwirtschaft« is geared towards companies and top managers throughout the entire real estate industry. 78% of readers work in executive positions with investment responsibilities.

The target audience includes:

- CEOs of real estate companies
- Administrators, housing companies and local authorities
- Real estate agents
- Developers, project developers and planners
- Operators of specialized properties
- Asset managers
- Banks, home savings and loan associations, insurance companies
- Investors
- Service providers, such as facility managers and appraisers

In addition, the trade journal exclusively reaches the members of the German section of the world's largest real estate association, the **Royal Institution of Chartered Surveyors (RICS)** as well as the **Deutscher Verband für Wohnungswesen, Städtebau und Raumordnung (DV)** through its subscriptions (see 'Readership Data' on pages 8 and 9).

The magazine appears 10 times per year, with the following sections:

- Scene
- Finance + Taxes
- Market + Management
- Legal Issues
- Service

providing the real estate industry with a solid basis for making decisions through a unique blend of management and legal topics.

The quality of reporting is ensured through the distinguished editorial team in Freiburg and a correspondent in both Berlin and Frankfurt.

»Immobilienwirtschaft« is the initiator of the events »Köpfe« and »Immobilien Marketing Award«. Both awards are presented annually at the trade fair Expo Real in Munich. »Köpfe« is awarded to outstanding persons in the industry, the »Immobilien Marketing Award« is presented to the best marketing concepts in the sector.

Moreover, »Immobilienwirtschaft« is the official partner of the housing industry trade fair WOWEX in Cologne.

This comprehensive address to professionals in the real estate industry is complemented with the online portal [www.immobilienwirtschaft.de](http://www.immobilienwirtschaft.de) updated daily and through weekly real estate newsletters with a broad reach. Integrated into Haufe's thematic portal 'Immobilien' ([www.haufe.de/immobilien](http://www.haufe.de/immobilien)), this gives users access to the large network of business decision-makers (see Online Advertisement beginning on page 12).



### Facts

**Circulation audit**  
IWV certified



### Circulation analysis

Print figure	20,023
Actual copies distributed	19,059
Total net paid circulation	9,918
IWV: 02/2010	

### Advertisement rate

1/1 page, 4c 7,750,- €

# PUBLISHER INFORMATION

## Editor/Publishing House

### **Haufe-Lexware GmbH & Co.KG**

A subsidiary of  
Haufe Mediengruppe  
Munzinger Str. 9  
D-79111 Freiburg  
Tel. 07 61/898-0  
Fax 07 61/898-3990

## Publishing Director

### **Reiner Straub**

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### **Chief Editor**

### **Dirk Labusch**

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Fax 07 61/898-3112  
redaktion@immobilienwirtschaft.de

## Editorial Staff Contact

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Fax 07 61/898-3112  
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## Internet/Website

[www.immobilienwirtschaft.de](http://www.immobilienwirtschaft.de)

## Media-Marketing

### **Haufe-Lexware GmbH & Co. KG**

### **Würzburg Branch Office**

Media Sales Division  
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[www.haufe.de/mediacenter](http://www.haufe.de/mediacenter)

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### **David Zenetti**

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## Advertising Sales Online

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## Bank Account

### **Deutsche Bank Freiburg**

Bank code no.: 680 700 30  
Account no.: 075 53 06 00  
IBAN no.:  
DE93680700300075530600  
Swift-BIC: DEUTDE6FXXX

## General Terms & Conditions

The General Terms & Conditions of the publishing house apply to the processing of advertising orders, special inserts and third-party inserts. You will find our complete General Terms & Conditions under:  
**[www.haufe.de/mediacenter/agb](http://www.haufe.de/mediacenter/agb)**

## Editor/Publishing House

Haufe-Lexware GmbH & Co. KG

## Year/Frequency

15th year 2011  
10 times per year

## Subscription rate

Domestic subscription rate 128,- €  
Individual purchase price 12,80 €  
Each incl. 7% VAT  
and incl. postage

In cooperation with



All mediakit products and current information on our range of printed and online products can be found under:  
**[www.haufe.de/mediacenter](http://www.haufe.de/mediacenter)**

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# FORMATS/PRICES

## MEDIAKIT 11

Prices effective as of 01/01/2011. All prices are quoted excluding VAT.

Size	Color	Prices	Formats (width x height in mm)		
			Position	Type area	Bleed <sup>1)</sup>
1/1	b/w 4c	7,000,- € 7,750,- €		■ 176 x 249	■ 210 x 280
1/2	b/w 4c	3,800,- € 4,150,- €	landscape portrait	■ 176 x 123 ■ 85 x 249	■ 210 x 143 ■ 103 x 280
1/3	b/w 4c	2,600,- € 2,900,- €	landscape portrait	■ 176 x 81 ■ 56 x 249	■ 210 x 101 ■ 73 x 280
1/4	b/w 4c	2,050,- € 2,250,- €	landscape portrait 2-column	■ 176 x 60 ■ 40 x 249 ■ 85 x 123	■ 210 x 80 ■ 60 x 280 ■ 103 x 143
2/1	b/w 4c	12,500,- € 13,500,- €		■ 348 x 249	■ 420 x 280

<sup>1)</sup> + 5mm bleed

### Premium positions

Inside cover page or back cover is available for a 20% surcharge over the basic price (4c). 1/2 page high next to the contents, first available 1/1 page after the contents and 1/3 page on top next to the editorial possible for a surcharge of 10% over the basic price (4c).

Surcharge not subject to discounts. No surcharge for bleeds/spreads across the gutter.

### Special formats

available on request

### Discounts on purchases within one (contract) year

#### Series discounts    Volume discounts

2 times	3 %	2 pages	5 %
6 times	5 %	6 pages	10 %
9 times	10 %	9 pages	15 %

### Terms of payment

Net within 10 days after the date on the invoice



**Magazine format**

210 mm width x 280 mm height

**Type area**

176 mm width x 249 mm height,  
Editorial 3 columns, 56 mm each

**In-bleed format**

215 mm width x 290 mm height  
(incl. 5 mm bleed on 3 edges)

**Color**

Euro scale; small color deviations  
are justified within the tolerance  
limit of the offset process.

**Base font**

Minion Pro, 9,5 pt

**Printing process**

Cover: sheet-fed offset  
Inside: roll offset

**Frequency**

10 times per year

**Processing**

Saddle-stitched binding

**Printing material**

(only possible in digital form)  
Closed files such as Postscript,  
print-optimized PDF or EPS  
files in European oversize  
format with bleed marks  
preferred. Graphic files in  
TIF or EPS format only (no  
5-channel EPS files, no  
JPG-compressed EPS files).  
Please always compress files  
with WinZip or Stuffit.  
Please always provide us with  
the digital printing material on a  
CD-ROM in contract-proof  
quality.

**Data storage media/  
DTP programs**

ZIP 100 MB  
Quark Xpress 4.x./5.0  
Pagemaker 6.x.  
Freehand 9.0/10.0  
Corel Draw 10.0  
Illustrator 10.0 / CS (only PC)  
InDesign CS 2 (only PC)

**Data transfer**

E-Mail:  
daten@haufe.de

**Mailing address  
Insert/bound inserts/  
stick-ons**

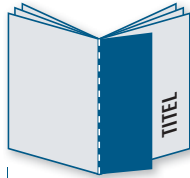
Delivered free of charge to:  
Echter Druck GmbH  
Goods Receiving Dept.:  
Herr Ronge  
Stauffenberg-/Delpstr. 15  
D-97084 Würzburg

**With the following information**

Haufe-Lexware  
GmbH & Co. KG  
»Immobilienwirtschaft« issue no. ...  
No. of copies ...  
No. of pallets ...

Please also provide 5 copies in  
advance to the publishing house:  
Haufe-Lexware  
GmbH & Co. KG  
Anzeigenabteilung  
Im Kreuz 9  
97076 Würzburg

Price effective as of 01/01/2011. All prices are quoted excluding VAT.



#### Ad flaps

##### Page-high flaps on the front cover

Placement of an ad is available on the outside and inside of the flap. The upper 140 mm on the outside is reserved for the publisher's title and logo.

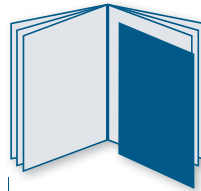
##### Ad format outside

70 mm width x 140 mm height

##### Ad format inside

105 mm width x 280 mm height

Price 8,900,- €



#### Loose inserts

##### Maximum size

205 mm width x 270 mm height  
up to 20g

**Total circulation** 180,- €/1,000

**Part. edition insert** 200,- €/1,000

**Ea. additional 10g** 10,- €/1,000

(prices incl. share of postage)

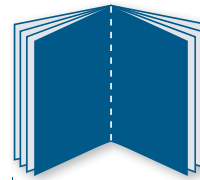
Loose inserts in excess of 20g available on request with binding sample.

##### Minimum circulation

10,000 copies

##### Deadline for submission

14 days prior to publication



#### Bound inserts

##### Format available on request

4-page bound insert

**Total circulation** 200,- €/1,000

**Part. edition insert** 300,- €/1,000

(prices incl. share of postage)

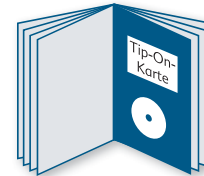
All pages must be printed and may not be paginated.

##### Minimum circulation

10,000 copies

##### Deadline for submission

14 days prior to publication



#### Tip-on cards/CD

**Postcard** 100,- €/1,000

**CD-Rom** 150,- €/1,000

(prices incl. share of postage)

Stick-on inserts subject to special

agreement and possible only in

conjunction with a 1/1 page ad.

Placement available on request.

##### Deadline for submission

14 days prior to publication

### Other special ad formats available on request



Telephone: 09 31/27 91 733

E-Mail: [anzeigen@immobilienwirtschaft.de](mailto:anzeigen@immobilienwirtschaft.de)

## Ranking by number of copies sold

	Title	Copies distributed	Copies sold	IVW certified
1	»Immobilienwirtschaft«	19,059	9,918	
2	Immobilienzeitung	11,100	9,639	
3	Immobilienmanager	16,652	2,941	
4	Allgemeine Immobilienzeitung	10,000	n/a	not certified

Source: IVW 2nd quarter 2010

»Immobilienwirtschaft«, with over 40,000 readers, reaches the highest number of qualified contacts of all real estate trade journals in the German-speaking region.

»Immobilienwirtschaft« together with the „Haufe Entscheider Channel Immobilien“ offer the broadest reach in addressing exactly those customers in your target audience (in print and online).



## Comparison of price per thousand

Title	Price per thousand (1)	1/1 page 4c (2)	IVW certified
»Immobilienwirtschaft«	393,51 €	7,500,- €	
Immobilienzeitung	493,69 €	5,480,- €	
Immobilienmanager	508,95 €	8,475,- €	
Allgemeine Immobilienzeitung	498,- €	4.980,- €	not certified

Source: mediakit 2010

(1) Price per thousand copies = ad price 1/1 page 4c x 1,000 / copies distributed

(2) Bleed format, for Immobilienzeitung refers to 1/3 page, magazine format

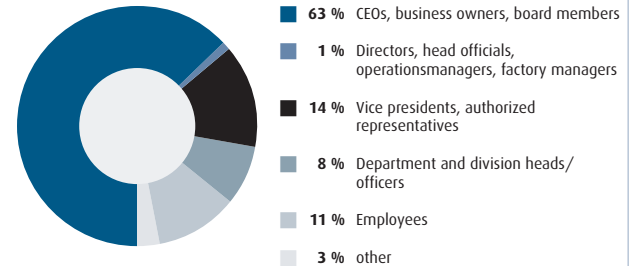
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»Immobilienwirtschaft« reaches the top decision-makers and executives in the real estate industry.

With roughly 40,000 readers per issue, »Immobilienwirtschaft« provides the highest possible number of qualified contacts of all real estate trade journals in the German-speaking region.

#### Corporate positions

78 % of readers work in executive positions with investment responsibilities.



In addition, »Immobilienwirtschaft« reaches the top decision makers in Germany through the world's largest **Real Estate Association RICS** and the **Deutschen Verbandes für Wohnungswesen, Städtebau und Raumordnung (DV)** through its subscriptions. (Not included in the readership structure analysis!)

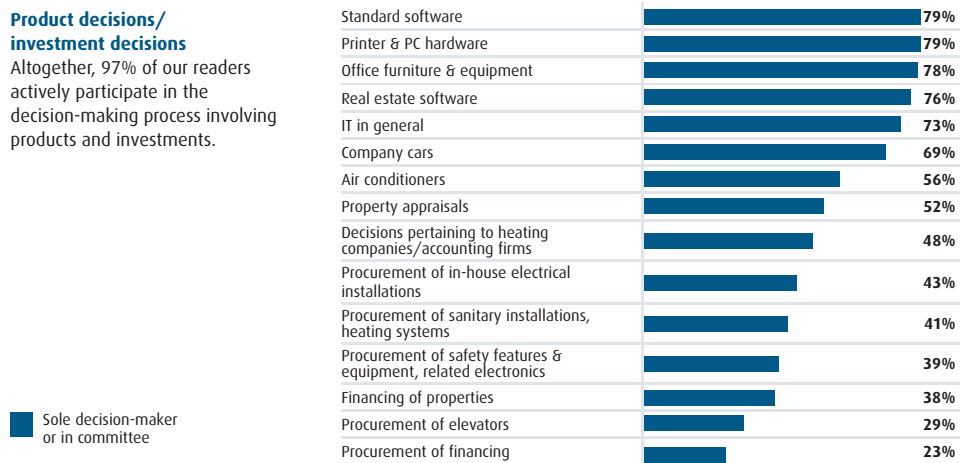
#### Industry classification (Multiple classifications)

Real estate management	62%
Real estate brokering	40%
Financing & investment	27%
Service provider in the real estate industry	21%
Project development, project planning, const.	18%
Facility management	17%
Housing association	12%
Significant sectors outside of the real estate sector	
Service providers	26%
Banks	17%
Insurance companies	12%

You can receive further information on the Readership Structure Analysis carried out by Czaia Marktforschung GmbH, Bremen, from your contact person in the Advertising Sales Department.

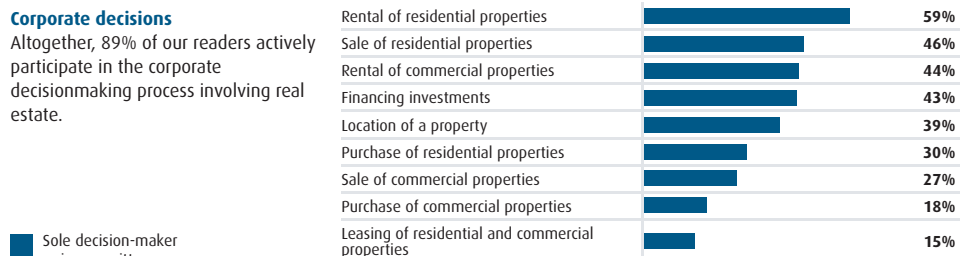
#### Product decisions/ investment decisions

Altogether, 97% of our readers actively participate in the decision-making process involving products and investments.



#### Corporate decisions

Altogether, 89% of our readers actively participate in the corporate decisionmaking process involving real estate.



**Circulation**  
(according to IVW 02/2010)



Copies printed 20,023  
Actual copies distributed 19,059  
Copies sold 9,918

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Source: Readership Structure Analysis, Czaia Marktforschung GmbH, Bremen

Month	Issue	Deadlines	Topics/Specials	Trade Fairs
February	02/11	DP: 04/02/11 CD: 10/01/11 PMD: 13/01/11	<b>Special: Energymanagement</b> <b>Market Overview: Facility Management</b> <b>Full Service Provider</b> Training Preview MIPIM 2011 Software market	<b>Cimmit</b> , Frankfurt 25/01 - 26/01/2011 <b>Facility Management</b> , Frankfurt 22/02 - 24/02/2011
March	03/11	DP: 04/03/11 CD: 07/02/11 PMD: 10/02/11	<b>Special: MIPIM 2011</b> <b>Market Overview: Heat Contracting</b> Business law firms for real estate law Software and building technology Energy savings and accounting	<b>CeBIT</b> , Hanover 01/03 - 05/03/2011 <b>MIPIM</b> , Cannes 08/03 - 11/03/2011
April	04/11	DP: 01/04/11 CD: 07/03/11 PMD: 10/03/11	<b>Special: Property Management &amp; Real Estate Brokering Software (Market Overview)</b> Follow-up report MIPIM Facility management Trends in building services engineering	<b>Hannover-Messe</b> , Hanover 04/04 - 08/04/2011
	Reference book	DP: 01/04/11 CD: 07/02/11 PMD: 10/02/11	<b>NEW: EnergyGuide Real Estate 2011</b>	
May	05/11	DP: 06/05/11 CD: 07/04/11 PMD: 12/04/11	<b>Special: Logistics and Retail Properties</b> <b>Market Overview: Valuation Software</b> Real estate portals and printing property markets	<b>transport logistic</b> , Munich 10/05 - 13/05/2011 <b>Handelsblatt Jahrestagung Immobilienwirtschaft</b> , Berlin May 2011 <b>Real Vienna</b> , Vienna 24/05 - 26/05/2011 <b>Aareon Kongress</b> , Garmisch 30/05 - 01/06/2011 <b>IVD Jahrestagung</b> , Berlin May 2011
June	06/11	DP: 03/06/11 CD: 06/05/11 PMD: 11/05/11	<b>Special: B-Locations in Germany</b> WOWEX 2011 Promotional banks for the industry (overview) Contracting SAP and partner networks	<b>wowex</b> , Cologne 16/06 - 18/06/2011



Also online at  
[www.haufe.de/immobilien](http://www.haufe.de/immobilien)



#### Sections and recurring features

##### Scene

- Current news
- Important news of the month
- Chart of the month
- Heads of the month
- Association info
- Columns

##### Cover story

- A current topic is examined from several different angles

June	<b>Reference book</b>	DP: 03/06/11 CD: 06/04/11 PMD: 11/04/11	<b>Softwareguide Real Estate 2012 (7th edition)<sup>1) *</sup></b>	
July/August	<b>07+08/11</b>	DP: 01/07/11 CD: 01/06/11 PMD: 07/06/11	<b>Special: Heat Pumps (Market Overview)</b> Service providers for the housing industry Follow-up report WOWEX Software market	
September	<b>09/11</b>	DP: 02/09/11 CD: 08/08/11 PMD: 11/08/11	<b>Special: Expo Real Warm up Market Overview: Advanced Training</b> Expanding retail chains	<b>German Council Congress, Berlin</b> 15/09 - 16/09/2011 <b>ImmoCom, Berlin</b> September 2011 <b>SAP-Kongress, September 2011</b>
	<b>Special issue</b>	DP: 02/09/11 CD: 04/08/11 PMD: 08/08/11	<b>Market Overview: Real Estate Management Software Systems (ERP Systems)</b>	
October	<b>10/11</b>	DP: 30/09/11 CD: 05/09/11 PMD: 08/09/11	<b>Special: Expo Real 2011 (Including Corporate Portraits)</b> <b>Market Overview: Portfolio Management Systems</b> Energy management What's new in property valuation	<b>Expo Real, München</b> October 2011
November	<b>11/11</b>	DP: 04/11/11 CD: 07/10/11 PMD: 12/10/11	<b>Special: Energy Efficiency</b> Follow-up report Expo Real Software market Introduction of ‚Heads‘ 2011	<b>Magic, Cannes</b> 16/11 - 18/11/2011
December/ January	<b>12/11 + 01/12</b>	DP: 09/12/11 CD: 14/11/11 PMD: 17/11/11	<b>Special: Significant Projects and Property Locations</b> Trade fairs/conferences 2012 Energy management	
	<b>Special publication</b>	DP: 09/12/11 CD: 09/11/11 PMD: 14/11/11	<b>Wall Calendar 2012</b>	

#### Finance + Taxes

- The finance interview
- Real estate financing
- Financial investment
- Tax policy

#### Market + Management

- Property management
- Projects
- Regional real estate markets
- Brokering
- Facility management

#### Legal Issues

- Verdict of the month
- Tenancy law
- Property ownership law
- Broker law

#### Service

- Dates
- Recommended reading

DP: Date of publication

CD: Closing date

PMD: Printing material deadline

1) DIN A5 format

Subject to change without notice

\* **NEW: also online: Haufe Marketplace**

## Banner Advertisement

Reach business decision-makers in the real estate field through our online products:

The online portal delivers current background reports, sector news, market studies and legal changes in the real estate field. The product range is complemented with discussion forums, up-to-the-minute hot topics or practical working tools. Combine printed and online advertising and increase the effectiveness of your advertising campaign!



The screenshot shows the HAUF.E Immobilien website interface. At the top, it displays 'Bigsize (728 x 90)'. The main content area features a news article titled 'Offenbacher HG zieht auf Halbesand' with a photo of a modern building. A sidebar on the right highlights 'Sky-scraper (max. 200 x 600)'. Below the main content, there are sections for 'Nachrichten-Ticker' and 'meineimmobilie.de'.

meineimmobilie.de  
Mein Zuhause im Internet

business-english.de  
Think Business, Talk English

### Advertising formats and prices

Type of advertising	Pixel (w x h)	KB gif or flash incl. fallback	Website
Bigsize/Leaderboard	728 x 90	max. 50	CPM 80 €
ContentAD*	300 x 250	max. 50	CPM 100 €
Skyscraper	max. 200 x 600	max. 50	CPM 80 €
TandemAD	variable	max. 50	CPM 100 €
Hockey Stick	variable	max. 50	CPM 100 €
Wallpaper	variable	max. 50	CPM 120 €

[www.immobilienwirtschaft.de](http://www.immobilienwirtschaft.de)

#### Target audience

CEOs of real estate companies, real estate agents, facility managers, developers, asset managers, project developers, investors, property owners, administrators and landlords

#### Traffic

Current figures under:

[www.haufe.de/immobilien/onlinewerbung](http://www.haufe.de/immobilien/onlinewerbung)

#### Terms of payment

Net amount due 10 days after the date on the invoice

#### Agency commission

15% for bookings through agencies

#### Submission of advertising material

Send 7 business days prior to date of activation to:  
[onlinewerbung@haufe.de](mailto:onlinewerbung@haufe.de)

Volume discount available on request

#### Contact

Key Account Manager  
David Zenetti and Dominik Castillo  
Tel. 0931/2791-752 and -751  
EMail: [onlinewerbung@haufe.de](mailto:onlinewerbung@haufe.de)

\* Homepage available on request  
- Standalones and special advertising formats available on request  
- The following formats are available:  
animated gif/.jpg, html/rich media  
- Cost per thousand (CPM) = price for loading 1,000 ad impressions

## Newsletter

Increase your advertising campaign's contact rate by advertising in our newsletters:

- Increased attention and greater reach
- Targeted and direct approach to the decision makers in your target audience on all levels of communication
- Sustained effectiveness in your advertising campaign



**Text-based ad**  
Running text:  
max. 300 characters  
(incl. blank spaces)  
plus image/logo,  
headline and link

**ContentAD**  
300x250 px  
max. 50 KB

**Promotional area**  
500x250 px  
max. 50 KB

**Target audience**

CEOs of real estate companies, real estate agents, facility managers, developers, asset managers, project developers, investors, property owners, administrators and landlords

**Terms of payment**

Net amount due 10 days after the date on the invoice

**Agency commission**

15% for bookings through agencies

**Submission of advertising material**

Send 7 business days prior to date of activation to:  
daten@haufe.de

**Contact**

Key Account Manager  
David Zenetti and Dominik Castillo  
Tel. 0931/2791-752 and -751  
E-Mail: [onlinewerbung@haufe.de](mailto:onlinewerbung@haufe.de)

Further information available under:  
[www.haufe.de/mediacenter/newsletter](http://www.haufe.de/mediacenter/newsletter)

**Advertising formats and rates**

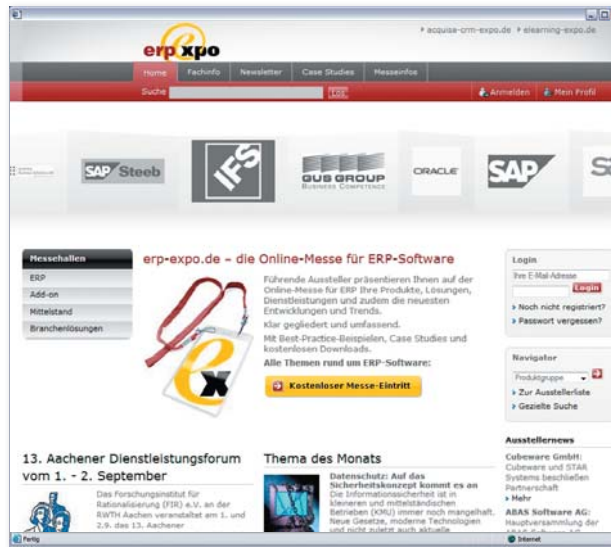
Newsletter	Subscriptions**	Frequency	Text-based ad w/image	ContentAD	Promotional area
meineimmobilie	18,500	weekly	700,- €	850,- €	850,- €
Immobilienverwaltung	10,500	weekly	600,- €	750,- €	750,- €
»Immobilienwirtschaft«	10,200	weekly	600,- €	750,- €	750,- €
Real Estate Package*	39,200		1,400,- €	1,650,- €	1,650,- €

\* Purchase of the newsletter within one month  
\*\* As of 5/2010

## Online Trade Fair

### The address generator for your sales

At the online trade fair for ERP you have an opportunity to present yourself at length to your target audience – 365 days a year. You receive all contact information on all visitors to your fair booth and the theme of the exhibition hall selected: either via email or directly online through your personal Web-client. Generate high quality leads for your acquisitions.



[www.erp-expo.de](http://www.erp-expo.de)

**Target audience/fair visitors**  
IT managers, board members, CEOs, ERP project managers and staff

**Halls**  
ERP, Add-on, SMEs, Sector Solutions

**Traffic**  
Current figures under:  
[www.erp-expo.de/onlinewerbung](http://www.erp-expo.de/onlinewerbung)

- Your advantages at a glance**
- Exclusive brand presence in an attractive advertising environment
  - Constant flow of new fair visitors through our strategic marketing mix (ad campaigns, editorial coverage, online advertisement, media partnerships)
  - Generate high-quality contacts for your sales and marketing activities from all visitors to the fair and to your booth

**Contact**  
Key Account Manager  
Dominik Castillo and David Zenetti  
Tel. 0931/2791-751 and -752  
E-Mail: [onlinewerbung@haufe.de](mailto:onlinewerbung@haufe.de)

- Minimum running time: 6 months
- Cross-media products available on request

### Packages

Presence packages	Premium	Basic
Logo presence homepage	✓	
Logo presence in advertising material	✓	
Direct visitor enquiries	✓	✓
Visitor contacts BOOTH	✓	✓
Visitor contacts HALL	✓	✓
Visitor contacts FAIR	✓	

## Haufe Channel

The channel brings together proven expertise and Germany's large network for business experts. The portals of Haufe Mediengruppe give you the chance to utilize targeted and high-quality B2B communication. You will be able to reach decision-makers in the industry in a more direct manner.



### Advertising formats and prices

Type of advertising	Pixel (wxh)	KB gif or flash incl. fallback	Haufe rotation
Bigsize/Leaderboard	728 x 90	max. 50	CPM 65 €
ContentAD*	300 x 250	max. 50	CPM 80 €
Skyscraper	max. 200 x 600	max. 50	CPM 65 €
TandemAD	variable	max. 50	CPM 80 €
Hockey Stick	variable	max. 50	CPM 80 €
Wallpaper	variable	max. 50	CPM 100 €
Type of advertising	Scope		Price
Newsletter	text-based ad with image, ContentAD or promotional area		CPM 55 €

### Target audience

Business decision-makers and executives

### Traffic

Current figures under:  
www.haufe.de/onlinewerbung

### Terms of payment

Net amount due 10 days after the date on the invoice

### Agency commission

15% for bookings through agencies

### Submission of advertising material

Send 7 business days prior to date of activation to:  
onlinewerbung@haufe.de

Volume discount available on request

### Contact

Key Account Managers  
David Zenetti, Dominik Castillo and Tobias Schmid  
Tel. 0931/2791-752, -751 and -753  
E-Mail: onlinewerbung@haufe.de

\* Homepage available on request  
- Standalones available on request  
- Special advertising formats available on request  
- The following formats are available:  
- animated gif/jpg, html/rich media  
- Cost per 1,000 (CPM) = price for loading 1,000 ad impressions




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[www.haufe.de/mediacenter](http://www.haufe.de/mediacenter)


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Crossmedia




**Print**

- > Zeitschriften
- > Anlieferung u. techn. Daten
- > Verlagsangaben



**Online**


- > Werbeträger
- > Anlieferung u. techn. Daten
- > Verlagsangaben



**Crossmedia**

- > KMU / Mittelstand
- > Finance, Steuern & Recht
- > Immobilien
- > Personal

**Achtung!  
Spitze Zielgruppen!**



Der Entscheider-Channel für Mittelstand & KMU

B2B-Kommunikation in die Zielgruppen Personal, Immobilien, Finance, Marketing, Vertrieb und viele mehr.

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