

# MEDIA DATA

“B2B” topic cluster

# EDISON... WHAT WE STAND FOR

Edison is the companion, advisor, pathfinder on the journey into the future.

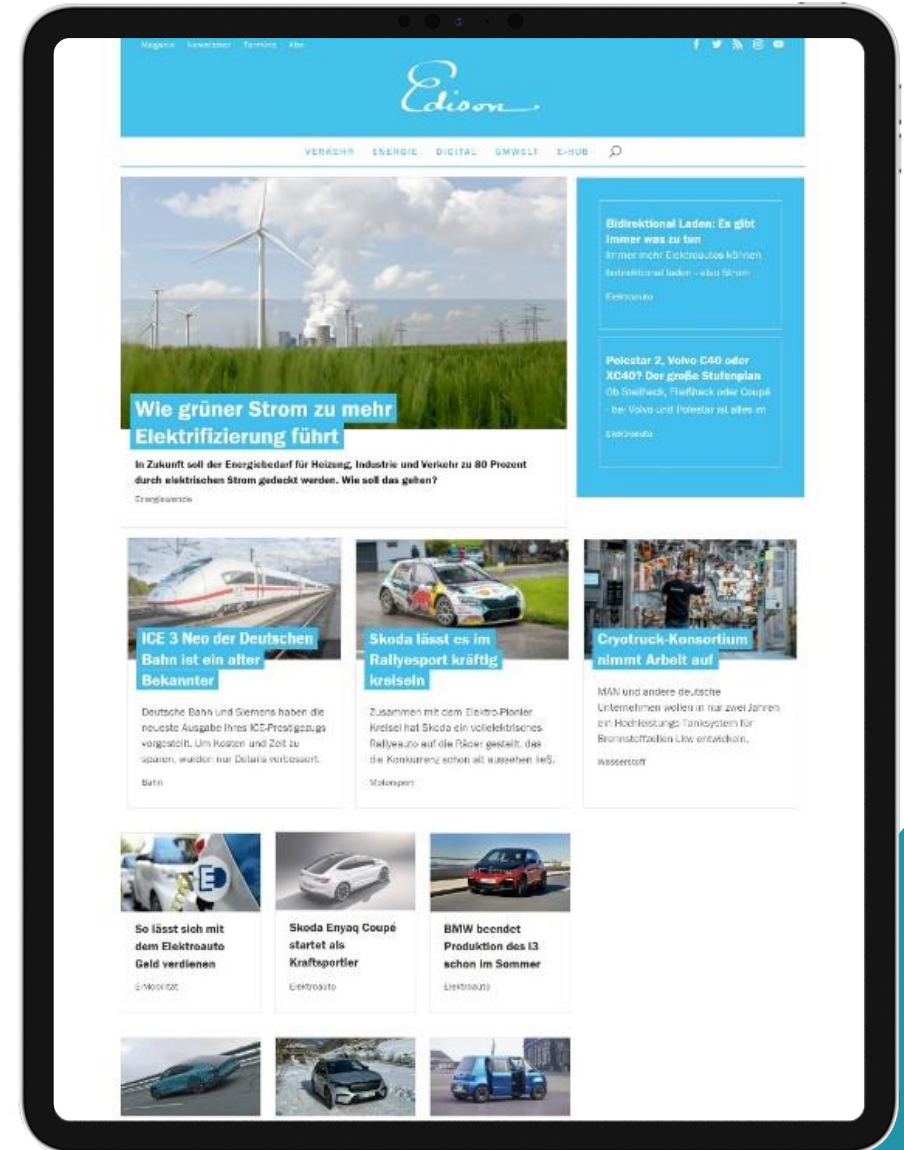


Edison is the home for Generation E.

More and more people are longing for sustainable, environmentally compatible and self-determined mobility.

Electric cars and bicycles are now more than just an option for them. More and more manufacturers are offering suitable vehicles which will soon be driving autonomously. And thanks to the sharing economy, everyone can afford them, at least in the short term.

The electricity for the e-mobiles comes from their own roofs. Mobility becomes a pleasure - without a guilty conscience. Everywhere. Always.



# EDISON... OUR READERS

Reach exactly the right target group for your campaign.



Edison is aimed at people with **attitude**.



Primary target group are **lohas** („lifestyle of health and sustainability“).



Professionally **successful** pleasure seekers of both sexes with upscale **incomes** and high education.



Liberal and cosmopolitan, tech-savvy and easy to get **excited** about **technical innovations**, young at heart and open to **new** things.



They are characterized by a high interest in **ecology** and **sustainability**, **digitalization** and the **sharing economy**.



They are **pioneers** on the way to the new **mobile era**.

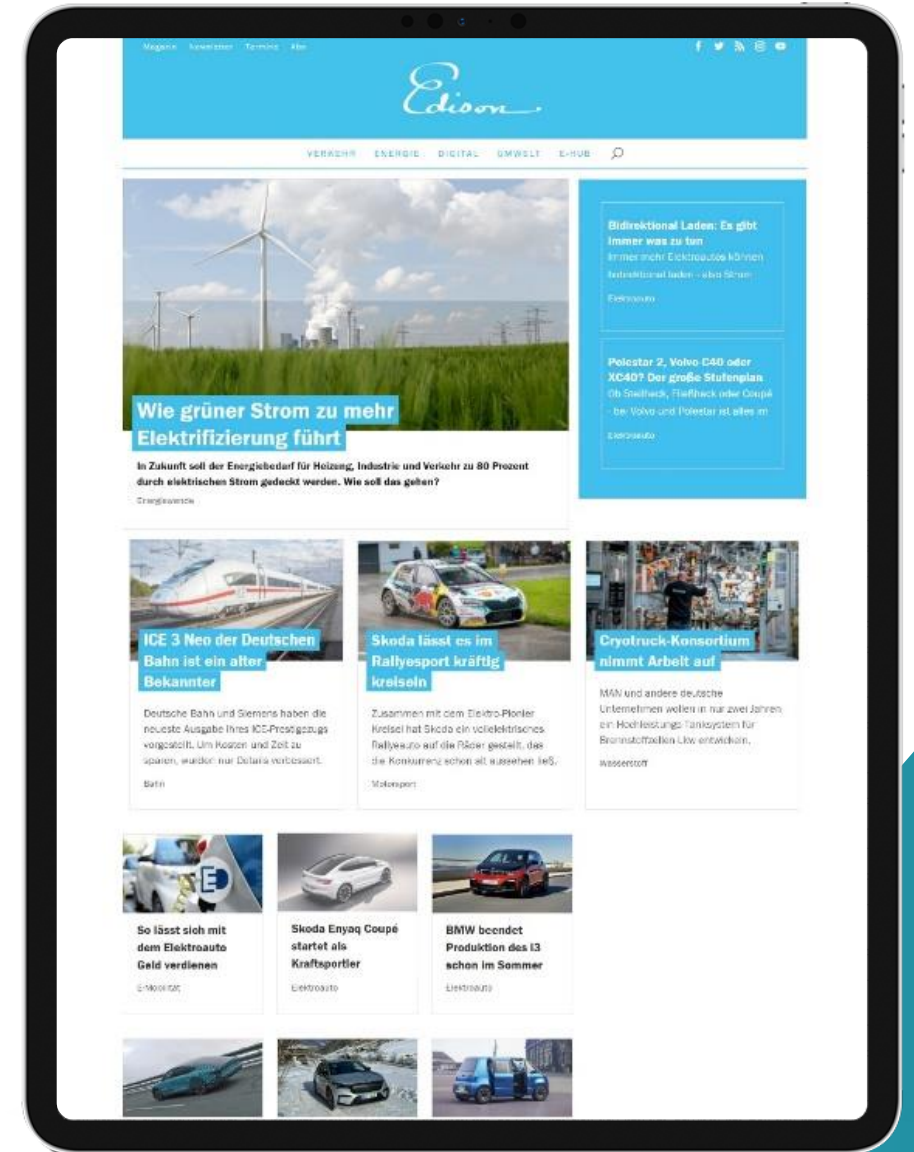
# EDISON... KEYFACTS

Your direct line to our loyal and interested readers

**Digital  
90,000  
UNIQUE USER**

Digital  
133,906  
visits

Digital  
161,200  
PI



Source: agof daily digital facts 2022, last month (March 2023), total population 16+ | IVW 2023-3

# 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

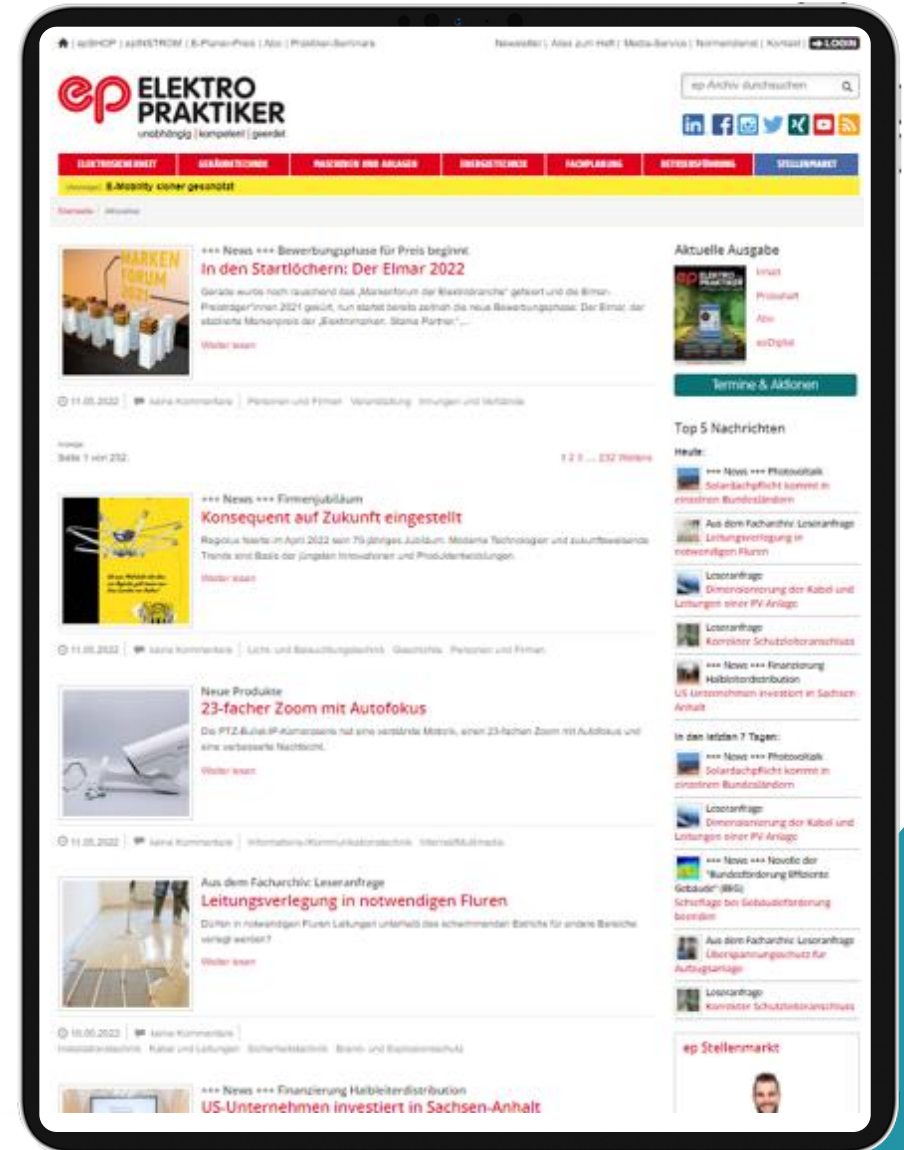


HUSS-MEDIEN GmbH is a special-interest publisher focusing on media that provide hands-on and background knowledge for specialists and management executives in industry, commerce and the trades.

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)
- “Vermieter-Ratgeber”



# 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.

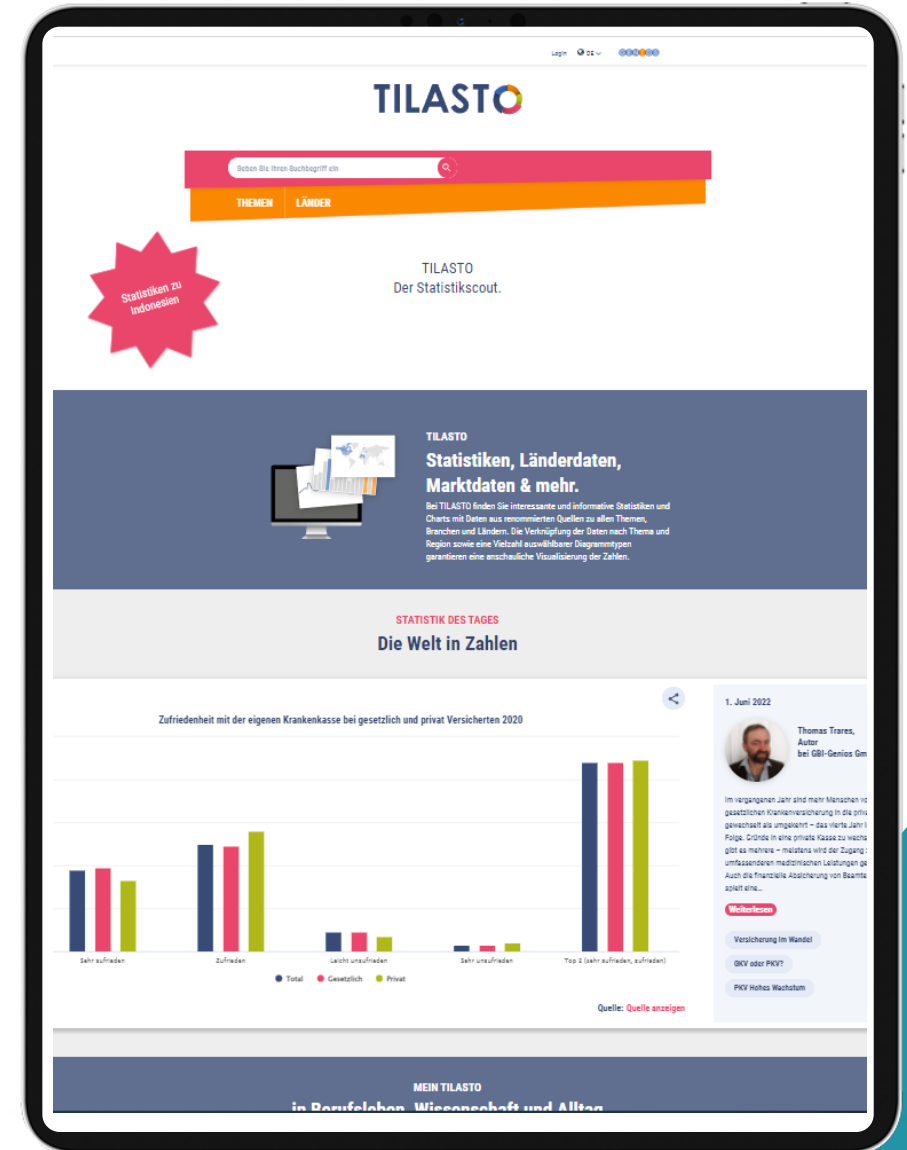
# TILASTO ... WHAT WE STAND FOR

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)
- r-energy.eu

