

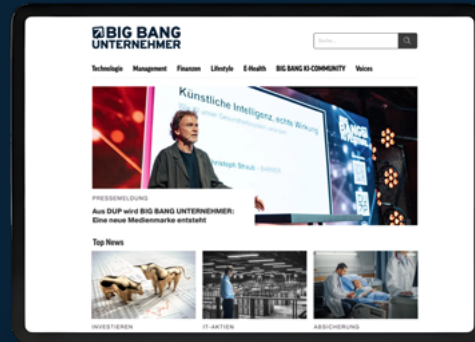
BIG BANG UNTERNEHMER

KÜNSTLICHE INTELLIGENZ | INNOVATION | POLITIK | NACHHALTIGKEIT

THE LEADING MEDIUM FOR SMES

MEDIADATA 2027

BIG BANG KI FESTIVAL



THE DREAM TEAM FOR YOUR B2B CONTENT 2027



116.561 Ex. Abo

73.485 Ex.



102.012 Ex. Abo



6x p.a.

292.058 Exemplare

Gesamtauflage

THE PLATFORM WITH THE WIDEST REACH FOR B2B CONTENT

The BIG BANG UNTERNEHMER media provide entrepreneurs and decision-makers with guidance, expertise and inspiration on sustainability, digitalization and modern leadership. Our readers take the transformation into their own hands and are interested in making business models technologically and socially sustainable. Our target groups are investors, managers, executives, entrepreneurs, founders and HR experts.

Our circulation in detail:



Foto: PR

» The BIG BANG media provide orientation for the digital and green transformation. «

Brigitte Zypries,
Publisher BIG BANG
UNTERNEHMER magazine

OUR CORE TOPICS

Digitalization
& Technology

Sustainability

Finance &
Wealth

Strategy &
Leadership

Health &
Pensions

Career &
Succession

Life &
Style

NEW MOBILITY

BIG DATA

AUGMENTED
REALITY

AI

SMART FACTORY

BLOCKCHAIN

MACHINE-
LEARNING

CYBERSECURITY

GREEN ECONOMY

ESG

CIRCULAR ECONOMY

ALTERNATIVE
DRIVE ENGINES

CORPORATE
SOCIAL
RESPONSIBILITY

DIVERSITY

CLIMATE
PROTECTION

SUSTAINABLE
DEVELOPMENT GOALS

INVESTMENT TRENDS

INSURANCE

FINANCING

FONDS

BITCOIN

ETF

INDEX

XETRA

REAL ESTATE

COMPANY HEALTH
INSURANCE

FINTECH

SRI

LEADERSHIP

EMPLOYER
BRANDING

AGILE
ORGANISATION

NEW WORK

CUSTOMER-
JOURNEY

REMOTE-WORK

CONSULTING

PRIVATE
PROVISION

INSURTECH

E-HEALTH

LONGEVITY

SMART
HOSPITAL

COMPANY HEALTH
INSURANCE

MERGERS &
ACQUISITIONS

RESKILLING

WAR FOR
TALENTS

ACTIVE
SOURCING

TALENT-
MANAGEMENT

RECRUITING

CARS

NEW MOBILITY

URBAN GARDENING

TRAVEL

BUSINESS-OUTFIT

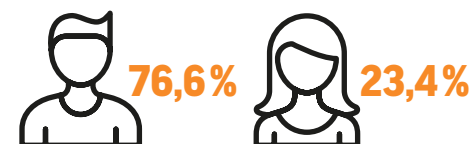
GASTRONOMY

WATCHES

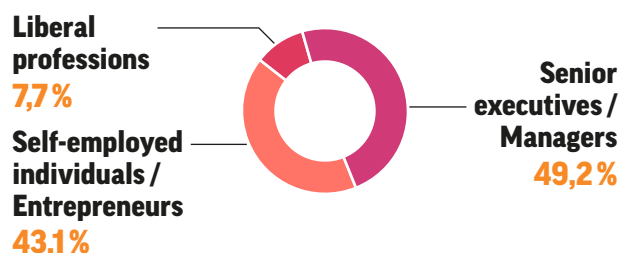
TRENDS

INTERIOR

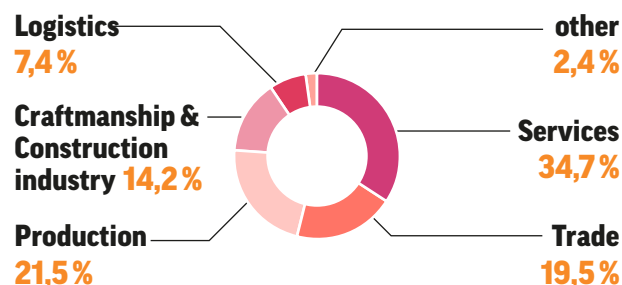
OUR COMMUNITY



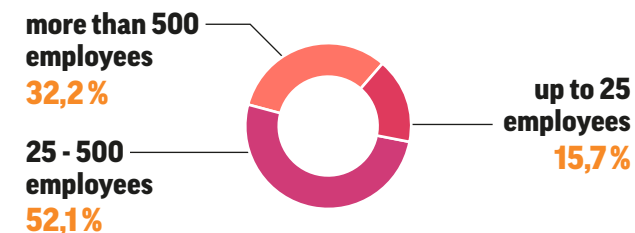
Professions



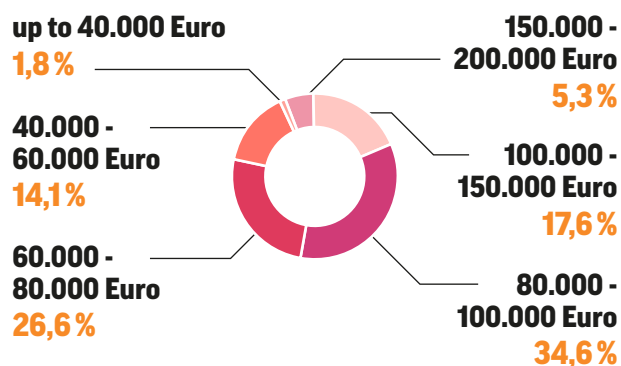
Industry



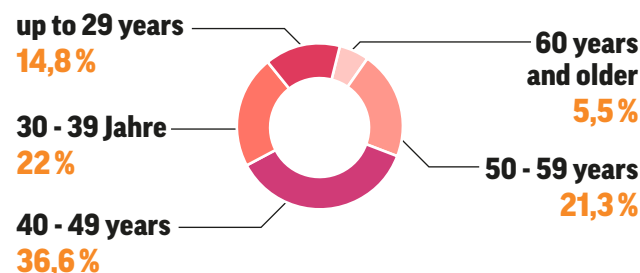
Business size



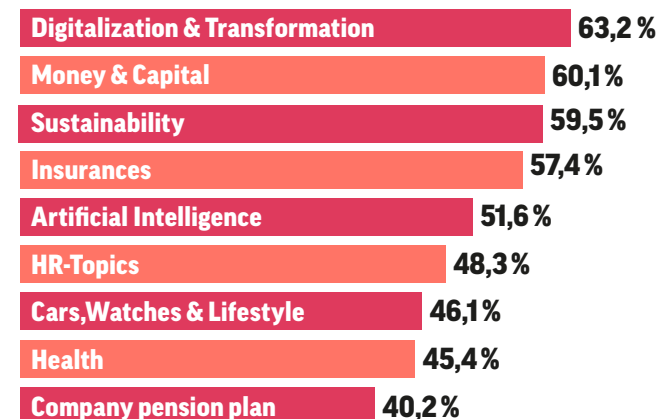
Personal gross annual income



Age



Areas of interest



THESE CUSTOMERS TRUST US

Amundi
ASSET MANAGEMENT



Roland
Berger 

B|B Bellevue



Glashütte
ORIGINAL

HDI

ING 

KFW



LexWARE

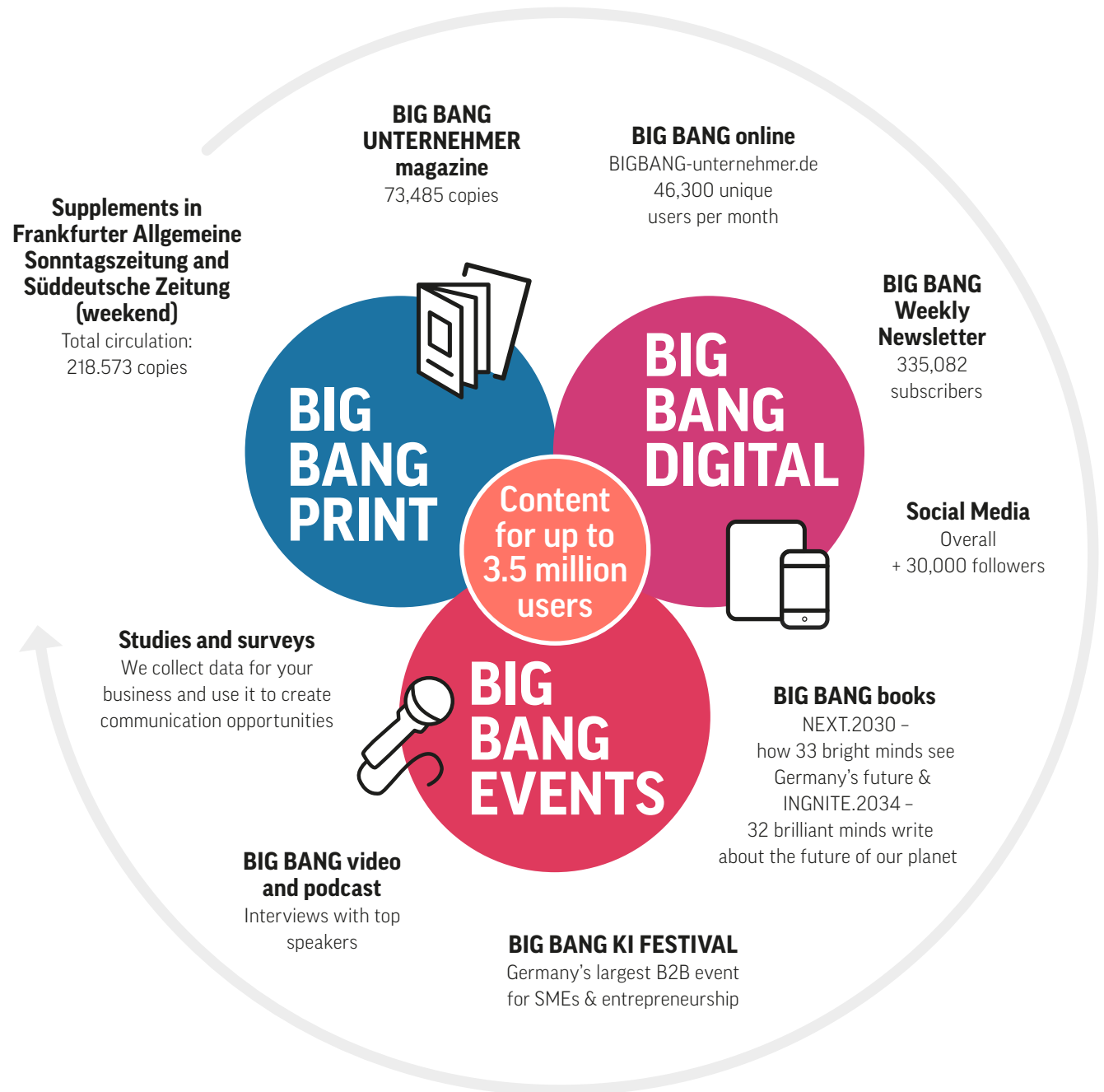
METZLER



otto group



YOUR PLATFORM FOR 360° CONTENT



DATES & TOPICS

ISSUE	Publication dates (provisional dates, subject to change/date adjustments)			AS	DU	TITLE TOPICS*
	BIG BANG	F.A.S.	SZ			
01/27	26.02	28.02.	27.02.	27.01.	04.02.	ISSUE 1/27 • Who will pay for the future? The major investment report: energy, infrastructure and capital for Germany's new beginning
02/27	23.04	25.04.	24.04.	19.03.	31.03.	ISSUE 2/27 • Top 50 women for Germany's future
03/27	18.06	20.06.	19.06.	14.05.	26.05.	ISSUE 3/27 • The future belongs to the brave: Germany's major generational shift – who will take responsibility now?
04/27	13.08	15.08.	15.08.	09.07.	21.07.	ISSUE 4/27 • AI Voices: These are Germany's most interesting minds on the subject of artificial intelligence
05/27	22.10.	24.10.	23.10.	17.09.	29.09.	ISSUE 5/27 • A look back at the BIG BANG KI FESTIVAL 2027: The impact of Europe's biggest AI event
06/27	17.12.	19.12.	18.12.	12.11.	24.11.	ISSUE 6/27 • Who'll be the big winner tomorrow? How AI is reshaping entire markets – and which companies are set to be the winners.
						*Changes may be made

CIRCULATION AND PRICES

**PRINT
SPECIFICATIONS**

Please
download
here

**BIG BANG
UNTERNEHMER**



73.485
copies

or

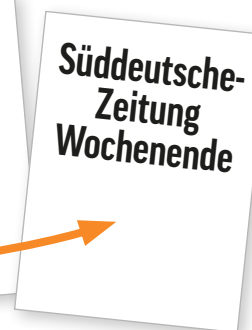
BIG BANG-UNTERNEHMER supplement in FAS and SZ



73.485
copies



102.012
copies



116.561
copies

292.058
copies

Bundle 1: „GOLD“

1/1 page: 9.400 €
1/2 page: 5.600 €

Bundle 2: „PLATIN“

1/1 page: 31.400 €
1/2 page: 18.900 €

6x annually

Costs placement surcharge

Cover page 2:
+ 20 percent
Cover page 3:
+ 10 percent
Cover page 4:
+ 30 percent

STANDARD FORMATS

PRINT SPECIFICATIONS

Please
download
here



Cover page U2/U3/U4
W 210 mm x H 268 mm
(+ 4 mm bleed each)



2/1 page
W 420 mm x H 268 mm
(+ 4 mm bleed each)



1/1 page
W 210 mm x H 268 mm
(+ 4 mm bleed each)



1/2 page landscape
W 210 mm x H 134 mm
(+ 4 mm bleed each)



1/2 page portrait
W 105 mm x H 268 mm
(+ 4 mm bleed each)

NEWSLETTER

The regular newsletter from BIG BANG UNTERNEHMER

Do you want your content to reach readers with an affinity for finance, new work or health issues?

The newsletters "BIG BANG INSIGHTS - Finance", "BIG BANG INSIGHTS - Modern Work" and "BIG BANG INSIGHTS - Health" make this possible.

The "BIG BANG Weekly" covers a broader range of topics. This offers entrepreneurs from all sectors valuable know-how for everyday life.



BIG BANG Weekly

The most important news and trends from the areas of digitalization & innovation, management & strategy, artificial intelligence & sustainability can be found in the "BIG BANG Weekly".

Subscribers:
335.082

Open rate (average):
40,06 %

Mailing frequency:
Weekly (Thursdays)

Target group:
Managers, executives, entrepreneurs and founders



BIG BANG INSIGHTS - Finance

New opportunities on the capital markets, tried-and-tested investment strategies, helpful expert tips for private and corporate assets and liquidity management: "BIG BANG INSIGHTS - Finance" provides valuable information.

Subscribers:
124.187

Open rate (average):
32,42 %

Mailing frequency:
Monthly (Mondays)

Target group:
Investors, managers, executives, entrepreneurs and founders

NEWSLETTER

The regular newsletter from BIG BANG UNTERNEHMER

Do you want your content to reach readers with an affinity for finance, new work or health issues?

The newsletters "BIG BANG INSIGHTS - Finance", "BIG BANG INSIGHTS - Modern Work" and "BIG BANG INSIGHTS - Health" make this possible.

The "BIG BANG Weekly" covers a broader range of topics. This offers entrepreneurs from all sectors valuable know-how for everyday life.



BIG BANG INSIGHTS - Health

Accelerated technological change and the consistent use and analysis of health data can lead to quantum leaps in medical care and save lives. The "BIG BANG INSIGHTS - Health" newsletter shows how the various players in the healthcare sector can play an active role in shaping this change.

Subscribers:

103.219

Open rate (average):

49,41 %

Mailing frequency:

Monthly (Tuesdays)

Target group:

Doctors in private practice, managers from clinics, healthcare providers and managers from medical technology, pharmaceutical and software companies and insurance companies



BIG BANG INSIGHTS - Modern Work

Skilled workers are in short supply - and no longer just in the IT sector. If you want to survive in the war for talent and retain employees in the long term, you have to get creative. You need to stand out from the crowd. The newsletter "BIG BANG INSIGHTS - Modern Work" shows what is important when recruiting and what top talents really expect from an employer.

Subscribers:

51.229

Open rate (average):

35,02 %

Mailing frequency:

Monthly (Wednesdays)

Target group:

Entrepreneurs, recruiters, HR managers, founders

NEWSLETTER ADVERTISING

Advertising options in the newsletter

In addition to the banner, native integrations are also possible in the newsletter, for example a text ad. The standalone newsletter is suitable for the communication of major announcements, for event invitations, for sending webinar information and white papers, lead campaigns, etc. It is also possible to customize the distribution list for specific target groups. Feel free to contact us about segmentation options.



Banner

600 x 500 px

Data type: jpg/png
static/non-animated
max. data size: 60 kb
Resolution: 72 dpi



Text display with image

Text with max. 350 characters, image 400 x 300 px

Data type: jpg/png
statisch/nicht animiert
max. data size: 50 kb
Resolution: 72 dpi



Standalone

Text-image combination
Image dimensions on request.
These may vary depending on the structure of the newsletter

Data type: jpg/png
max. data size: 300 kb
Resolution: 72 dpi

	BIG BANG Weekly & Mittelstand Reloaded	BIG BANG INSIGHTS - Finance	BIG BANG INSIGHTS - Health	BIG BANG INSIGHTS - Modern Work
	Banner / Text display with image			
Pos. 1	9.700 €	6.400 €	4.900 €	3.400 €
Pos. 2	7.700 €	5.100 €	4.100 €	2.800 €
Pos. 3	5.800 €	3.800 €	3.200 €	2.200 €
	Standalone			
	175 € per thousand	175 € per thousand	190 € per thousand	190 € per thousand

DISPLAY ADVERTISING

Online formats on BIGBANG-unternehmer.de

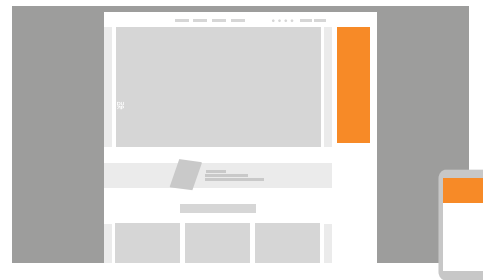
Mobile first: Over 50 percent of our users view website content on mobile devices. For advertising media that are identified by a smartphone, we recommend delivering a mobile format to ensure optimal display across all devices.



Superbanner

728 x 90 px static/animated

P1: 2.600 € | P2: 1,200 €



Skyscraper

120 x 600 px static/animated

2.400 €



Wallpaper

1.220 x 90 px + 120 x 600 px

2.900 €



Billboard

970 x 250 px static/animated

P1: 2.600 € | P2: 1.400 €



Content-Ad/Medium Rectangle

300 x 250 px static/animated

P1: 2.200 € | P2: 1.400 €



Textanzeige (nativ)

Image: 450 x 410 px, text with max. 250 characters

P1: 2.400 € | P2: 1.600 €

NATIVE ADVERTISING:

SPONSORED POST

Your content on our channels

Investors, managers, executives, founders: market your content precisely to the BIG BANG media target group.

Our sponsored post includes:

- Your **own article page** with your content
- Teaser on the **homepage**, in the **newsletter** and on our **LinkedIn channel**
- Editorial preparation by our **experts**

10.700 €

Your article



+ Teaser homepage BIGBANG-unternehmer.de



+ Teaser Newsletter



Subscribers:
311.727

NATIVE ADVERTISING:

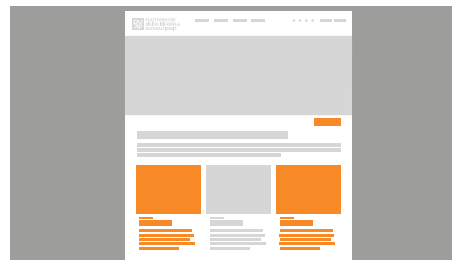
CONTENT-HUB & BRAND-HUB

Our hubs on **BIGBANG-unternehmer.de** offer tips and assistance for German SMEs: entrepreneurs, consultants, self-employed people and politicians report on new events and success stories every day.

Multimedia, tailored and interactive: Present your expertise or solution with the help of native, SEO-optimized content or classic display advertising. Design your posts to be performance-oriented (e.g. via lead forms), place content (including webinars, whitepapers or downloads) or pay for your branding and products via campaigns.

Price on request

Content-Hub



As a partner of a **content hub** (e.g. FinTech or AI), we integrate your logo prominently in the logo bar under the key visual and enable you to publish two **sponsored posts**.

Feel free to contact us!

Brand-Hub



With your own **brand hub** and a comprehensive application on our channels, you can demonstrate your expertise and content. Position yourself as a thought leader on a specific topic. The content and the individual concept are created in collaboration with our editorial team.

PODCAST

Journalism that truly makes a difference

Our podcast is aimed at entrepreneurs and entrepreneurs who are ready to future-proof their company. Find out how you can solve HR problems, successfully implement digital transformation and operate sustainably. Get valuable tips and insights on how to manage cost pressure and overcome bureaucratic hurdles. **Be our guest and get advice on all these challenges.**

Podcast: **BUSINESS TALK***

Price per episode

7.000 €

Price for three episodes

18.000 €

Price for five episodes

25.000 €

*Further podcasts and advertising opportunities on request.

BUSINESS TALK



- Published on all common platforms
- Prominent placement of the podcast player on our website
- Placement in the BIG BANG newsletters & on the podcast announcement page in the BIG BANG UNTERNEHMER magazine ->
- Total reach of the guest production: over one million decision-makers



NEWSLETTER:



Subscribers: 335.082

Open rate (average): 40,06 %

Distribution: weekly (Thursdays)

Target group:

Managers, executives, entrepreneurs and founders

MEET US @BIG BANG KI FESTIVAL

WE MAKE SMES FIT FOR THE FUTURE! THE B2B EVENT ON NOVEMBER 10 AND 11, 2027 IN BERLIN

Welcome to the BIG BANG KI FESTIVAL –

Germany's leading event for artificial intelligence in the SME sector. At a time when AI is revolutionizing the world of work and setting new standards, it is crucial to educate yourself. In keynotes and panel talks, we will discuss artificial intelligence in relation to digital transformation, our day-to-day work and our business models.

What you can also expect:

- **15,000+ B2B contacts** over 2 days
- **400+ speakers**
- **6+ stages**
- **300+ keynotes, talks, masterclasses**
- A unique innovation: The first festival where participants can receive an **AI certificate** at the same time
- **Diverse topics:** AI, technology, health, finance, management mobility, sustainability and corporate succession
- Large **food court area** for networking
- **Afterparty with live concert** and other highlights

For two days, on September 10th and 11th 2027, the festival in Berlin offers space for **inspiration, information and networking** as well as plenty of opportunities to celebrate. Be there and discover the **future of AI, business and medicine!**

We look forward to seeing you there!



BIG BANG UNTERNEHMER:

THE IDEAL PLATFORM FOR B2B PARTNERS

1. Specific approach to the decision-maker target group

BIG BANG UNTERNEHMER reaches a specialized audience of **executives and decision-makers** who are actively interested in **digitalization** and **sustainability** issues. Advertising on this platform enables you to place your products and services specifically with those who make **investment decisions** and **influence corporate strategies**.

2. Reach in future-oriented industries

With a focus on **digitalization and sustainability**, BIG BANG UNTERNEHMER attracts companies that are active in these **future-oriented sectors**. This creates an **ideal environment for B2B companies** that offer innovative technologies, sustainable solutions or digital services.

3. High credibility and editorial quality

The BIG BANG UNTERNEHMER platform enjoys a **high level** of credibility among the core target group thanks to its **high-quality content** and **expert reports**. A campaign on BIG BANG UNTERNEHMER increases awareness of and **trust in your brand**.

4. Committed and active network

BIG BANG UNTERNEHMER promotes **networking and exchange** within the **B2B community**. As a partner, you can use this dynamic to promote interactions, generate leads and make valuable contacts. A positioning on BIG BANG opens up opportunities to directly address and **interact with an engaged audience**.

5. Multimedia advertising opportunities

BIG BANG UNTERNEHMER offers a **wide range of advertising opportunities**, from classic banner ads and content specials to sponsorship of podcasts and events. This variety allows you to present your message in different **cross-media ways** and address different target groups via their preferred channels. This multi-media approach increases **the visibility and effectiveness of your campaign**.

THANK YOU! WE LOOK FORWARD TO HEAR FROM YOU!

Your contact person



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E-Mail: jacobsen@jdb.de



TECHNICAL SPECIFICATIONS PRINT

TECHNICAL SPECIFICATIONS*

File type	PDF X3	
Print profiles for the respective edition		
Newsstand	Cover	PSO coated v3
	Content	PSO coated v3
Frankfurter Allgemeine Sonntagszeitung & Süddeutsche Zeitung – Weekend	Cover	PSO coated v3
	Content	PSO LWC Standard
Resolution	Images with min. 300 dpi	
Bleed (all formats)	4 mm on all sides	
Four-color web offset	70er-Grid	

* As the printing profiles for the issues can change at short notice, please always inquire about the current data when booking advertisements.

PUBLICATION DATES

Issue	Publication dates:				
	BIG BANG	FAZ	SZ	AZ	DU
1	26.02	28.02.	27.02.	27.01.	04.02.
2	23.04	25.04.	24.04.	19.03.	31.03.
3	18.06	20.06.	19.06.	14.05.	26.05.
4	13.08	15.08.	15.08.	09.07.	21.07.
5	22.10.	24.10.	23.10.	17.09.	29.09.
6	17.12.	19.12.	18.12.	12.11.	24.11.

AD FORMATS Special formats and advertising options available upon request. BIG BANG UNTERNEHMER-Magazin reserves the right to reject ad designs and messages.

2/1 page	W 420 mm x H 268 mm (+ 4 mm page trimm)	1/1 page	W 210 mm x H 268 mm (+ 4 mm page trimm)	1/2 page horizontal	W 210 mm x H 134 mm (+ 4 mm page trimm)	1/2 page vertical	W 105 mm x H 268 mm (+ 4 mm page trimm)
	W 398 mm x H 220 mm		W 182 mm x H 220 mm		W 182 mm x H 110 mm		W 91 mm x H 220 mm