

BME Homepage-Banner Advertising

BME Homepage: Profile

www.bme.de is the purchasing and logistics portal of the BME (Bundesverband Materialwirtschaft, Einkauf und Logistik e.V. or Association of Materials Management and Purchasing Logistics). The portal offers numerous services and comprehensive, up-to-date information on trends, technologies, products, and markets relevant to the field of purchasing. **www.bme.de** is an important information and service platform for users and decision makers and a recognized aid for decision making.

Target Group

The portal's core target group consists of more than 6,000 BME members from the fields of materials management, purchasing, and logistics. The members represent a cross-section of corporations and public institutions. In addition to the BME members, approximately 50,000 interested parties and stakeholders use the portal. Users include:

- Executives, purchasing managers and employees, IT experts, and logistics professionals
- Interested parties and service providers affiliated with the BME

User Statistics

Average of 50,000 users per month with approx. 120,000 page views.

Advertising Forms

Your banner ad will be exclusively placed in a fixed banner on all pages of the portal www.bme.de alongside to a maximum of three other banner ads.

Preferably, the banner design should take the portal layout into consideration. A limited number of advertisement opportunities for advanced training events are available upon request.

Pricing

€1,200.00 per month plus V.A.T.

Run Time

Monthly, max. two months

Technical Specifications

Size: 250 X 60 pixels, max. 25 KB

File format: JPEG, GIF