

BME Newsletter

Profile

The BME (Bundesverband Materialwirtschaft, Einkauf und Logistik e.V. or Association of Materials Management and Purchasing Logistics) distributes the *BME Newsletter* to approx. 30,000 subscribers each month.

Content

The *BME Newsletter* provides specialized information on the latest developments in the fields of materials management, purchasing, and logistics along with market reports and news on innovative companies.

Target Group

Your ad placed in the *BME Newsletter* helps you effectively target **professional decision makers**.

The core target group within the total of **30,000 subscribers** consists of more than 6,000 BME members from the fields of materials management, purchasing, and logistics.

Newsletter Subscribers

The Bundesverband Materialwirtschaft, Einkauf und Logistik is the trade association for materials management, purchasing, and logistics. The association is currently a service provider for approximately 6,000 members (corporate members and individuals). The BME is open for all sectors and types of companies, ranging from industry and commerce to banks, insurance companies, public agencies, utilities, and logistics service providers.

Subscribers include:

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

Advertising Form

Ads are published in the form of extended editorials with a volume of approx. 3,000-4,000 characters.

Pricing

€1,500.00 plus applicable V.A.T. for each editorial.

Publication Format

Monthly by HTML e-mail to approx. 30,000 subscribers