

HWS

Media World

Your Mediapartner with Style

For over 35 Years

www.journalismus.at



Over 35 Years of Media Expertise



HJS MEDIA WORLD is your media partner with style. For more than 35 years, we have been working across film, magazine design and production, as well as web design. We create high-quality content and ensure its distribution through our own channels.

Talk with us!

Contact:

eMail: office@journalismus.at

Web : www.journalismus.at

Table of Contents

Welcome to HJS MEDIA WORLD

04	Executive Message
	HJS MEDIA WORLD - Integrated Communication Solutions
08	One.Story. Multi Media. Cross-Media Communication Across the German speaking Region (DACH)
10	Creating Maximum Communication Impact
	Broadcasting & Video Production
12	A-TV: Your Everywhere TV Network
14	A-TV Editorial & Production Schedule 2026
16	A-TV Programming Schedule
	Media Brands
18	BUSINESS+LOGISTIC
20	One.Story.Multi Media.Maximum Reach
21	Editorial Calendar & Advertising Deadlines
22	Audience Profile BUSINESS+LOGISTIC
	Audience & Market Reach
24	General Publication Information HJS
	Terms & Conditions
26	One.Story.Multi Media. Advertising Solutions & Rates
28	One-Story.Multi.Media Annual Partnership Package
	Corporate Information
29	Publisher, Company Information, Banking Details & Legal Information



HJS MEDIA WORLD

Your Premium Media Partner for More Than 35 Years

For more than 35 years, HJS MEDIA WORLD has been helping organizations, brands, and institutions bring their stories to the audiences that matter most.

From research and strategic concept development to content creation, production, publishing, and distribution, we provide end-to-end communication solutions from a single source. By combining our media brands with our television channels, digital platforms, social media networks, and additional online services, we create powerful communication ecosystems that maximize visibility and engagement.

We invite you to leverage our expertise, media assets, and cross-media reach as an integral part of your marketing and communications strategy. Through our unique multimedia approach, we enable you to connect with your most relevant target audiences throughout the DACH region (Germany, Austria, and Switzerland), seamlessly across all media channels and platforms.

Whether your objective is to build brand awareness, strengthen market positioning, generate leads, or establish thought leadership, HJS MEDIA WORLD provides the content, channels, and expertise to help you achieve measurable results.

One Story. Multi Media. Maximum Impact.

For more information, please visit:
www.journalismus.at



Welcome

Dear Business Partners,

Thank you for your interest in the services and communication solutions offered by HJS MEDIA WORLD and A-TV (Aichfeld Television). For more than 35 years, we have been helping organizations across the DACH region, Germany, Austria, and Switzerland, achieve measurable communication success through integrated media strategies and high-quality content. This Media Kit provides an overview of our services, platforms, and capabilities, demonstrating how we can help you strengthen your market presence and engage the audiences that matter most to your business.

Efficient B2B and B2C Communication

In today's increasingly fragmented media landscape, effective communication requires more than reach alone. It requires precision. Our mission is to help clients connect with the right audiences across countries, platforms, and media channels while minimizing waste and maximizing impact. Through our television network, digital publications, online platforms, and social media communities on Facebook, LinkedIn, Instagram, Telegram, TikTok, and other channels, we deliver targeted communication solutions designed to reach decision-makers, customers, and stakeholders efficiently.

Our editorial focus areas include:

- Tourism & Hospitality
- Culture & Lifestyle
- Business & Industry
- Logistics & Infrastructure
- Healthcare & Wellbeing

We believe that successful communication is not merely about generating large audiences. It is about engaging the right audiences within high-quality, trusted media environments. This enables our partners to integrate credible journalism and premium content into their own content marketing strategies.

One Story. Multi Media.

To meet the demands of modern communication, we have developed our unique One Story. Multi Media. approach. This integrated communication model combines television, film production, print publications, e-papers, online media, social media, photography, video, and events into a single, coordinated communications ecosystem.

Working closely with our clients, we develop tailor-made communication concepts that transform a single story into a multi-platform communication experience. From television reports and editorial features to social media campaigns, podcasts, events, and digital publishing, every channel contributes to a consistent and effective market presence. The result is a powerful cross-media strategy that provides:

- Maximum visibility across multiple channels
- Consistent messaging and brand positioning
- Minimal communication waste
- Strong audience engagement
- Sustainable market awareness

Through our premium editorial environments, your message achieves true omnipresence throughout the DACH region.

Content Creates Impact

Although digital platforms and social media have fundamentally transformed communication, audiences continue to value trusted and professionally curated media. Recognizing this reality, media professionals and television pioneers Walter Winter and Hans-Joachim Schlobach combined their expertise and media assets under the HJS MEDIA WORLD umbrella. Their vision was straightforward: create outstanding journalistic content that delivers both information and entertainment while providing an effective environment for commercial communication.

As a media organization, we consider it our responsibility to produce premium editorial content that audiences actively seek out and trust. This creates a high-quality communication environment in which commercial messages benefit from increased credibility, greater engagement, and significantly improved effectiveness.

One-Stop Communication Solutions

Every organization pursues different communication objectives. Some seek to strengthen corporate reputation. Others focus on product marketing, lead generation, thought leadership, employer branding, or customer engagement. Achieving these goals requires relevant, compelling content delivered through the right channels. What differentiates HJS MEDIA WORLD from traditional agencies and many conventional media companies is our ability to provide both content creation and content distribution within a single integrated framework.

Under our One Story. Multi Media. concept, we can:

- Produce television reports and documentaries
- Create executive interviews and podcasts
- Develop advertorials and branded content
- Produce image films and promotional videos
- Publish content through our own media channels
- Amplify campaigns through social media distribution
- Integrate editorial and commercial communication strategies

At the same time, we continue to produce independent journalistic content that attracts and retains high-value audiences.

Reaching Audiences Through the Right Channels

The media landscape has never been more complex. Marketing teams face increasing challenges in identifying where their audiences consume information and how to reach them efficiently. As a result, many organizations invest substantial budgets in broad online advertising campaigns, often relying on algorithm-driven platforms to deliver results.

However, large audience numbers alone do not guarantee communication success.

Too often, mass-market digital advertising generates significant spending while producing limited engagement and considerable waste. For both B2B and B2C communication, reaching the right audience is far more important than reaching the largest audience.

A Different Approach to Communication

At A-TV and HJS MEDIA WORLD, we deliberately follow a different path. Rather than focusing on mass-market communication, we specialize in high-value audiences, premium editorial environments, and targeted cross-media distribution. Our communication model is inherently multi-linear and platform-independent. Our objective is simple: to connect your message with the right decision-makers, industry professionals, customers, and stakeholders.

This philosophy has become a defining element of our unique market position.

Through our specialized media brands, digital platforms, television formats, and social media networks, we provide access to highly relevant audiences throughout Germany, Austria, and Switzerland, generating a potential reach of up to four million recipients.

For organizations seeking visibility, credibility, and measurable communication impact, HJS MEDIA WORLD offers a compelling alternative to traditional mass-market advertising.

We look forward to working with you.

Walter Winter
Managing Director, A-TV

Hans-Joachim Schlobach
Publisher & Editor-in-Chief, HJS MEDIA WORLD

A-TV | HJS MEDIA WORLD



One Story. Multi Media.

Communication Solutions Tailored to Your Objectives

At HJS MEDIA WORLD, our clients' communication goals always come first.

Every communication strategy we develop is built around the specific needs of our partners. Based on these objectives, we identify the most effective combination of media channels, formats, and platforms within the A-TV and HJS MEDIA WORLD ecosystem to deliver maximum impact throughout the DACH region (Germany, Austria, and Switzerland).



We work closely with our clients, contributing more than four decades of media industry experience, strategic insight, and cross-media expertise. This collaborative approach enables us to create highly targeted communication solutions that align with individual business objectives and market requirements.

Our comprehensive portfolio includes:

- Television broadcasting via our own terrestrial and cable TV channels
- Cross-media content creation and format development
- Editorial storytelling, interviews, reports, and branded content
- Digital publishing and online media solutions
- Social media amplification and audience engagement
- Cross-border and cross-platform distribution throughout the German speaking region
- Professional campaign evaluation and performance measurement

From initial concept development and content production to distribution and performance analysis, we provide fully integrated communication solutions from a single source.

Through our **One Story. Multi Media. approach**, we help organizations increase visibility, strengthen brand positioning, build reputation, and connect with the audiences that matter most, wherever they consume content.

One Story. Multiple Channels. Measurable Impact.



Maximizing Communication Impact

Our Integrated Communication Solutions

To achieve sustainable communication success, we encourage our clients to implement communication initiatives on a regular basis. Consistency is one of the key drivers of visibility, brand awareness, and long-term audience engagement.

Our most successful communication formats include:

- Editorial TV reports, case studies, executive interviews, and industry features
- Television-ready round tables, expert panels, and networking events
- Press conferences and media events for corporate milestones, mergers and acquisitions, financial results, product launches, trade fairs, and other key announcements

Commercial Communication Solutions

In addition to editorial formats, we offer a broad range of commercial communication opportunities designed to strengthen your market presence and amplify your message. These include:

- Customized content in video, photography, and written formats, distributed across cable television, DVB-T broadcasting, online platforms, print publications, and social media Channels
- Print advertising, digital advertising, display banners, sponsored content, and integrated marketing campaigns

One Story. Multi Media.

Multi-Channel Communication for a Connected World

The era of linear communication has long passed.

The rise of broadband internet, digital media, and social platforms has fundamentally changed how audiences consume information. Today, both B2B and B2C marketers face a common challenge: identifying where and how to effectively engage customers, decision-makers, and stakeholders across an increasingly fragmented media landscape.

As a result, successful communication requires far more than simply distributing information. It requires delivering the right content, at the right time, through the right channels, and in the most appropriate format.

Search Engine Optimization (SEO) plays an important role in ensuring discoverability. Equally important, however, is the ability to proactively engage audiences with relevant, compelling, and professionally produced content across multiple media channels.

Modern audiences expect information to be easily accessible, visually appealing, and available wherever and whenever they choose to consume it.

This is where the One Story. Multi Media. concept delivers its greatest value.

By transforming a single story into a coordinated, cross-media communication strategy, we help organizations create meaningful and lasting connections with their target audiences throughout the entire customer journey.

Your Advantage

Visibility. Efficiency. Value.

For decades, the media professionals at A-TV and HJS MEDIA WORLD have focused on helping organizations navigate increasingly complex communication environments.

The result is a unique communication model that combines:

- Multi-channel communication
- Cross-media storytelling
- Cross-border distribution throughout the DACH region
- Premium editorial environments
- Professional content production
- Targeted audience engagement

In short:

One Story. Multi Media.™

This approach enables organizations to achieve genuine omnipresence across media channels and national borders while maintaining message consistency and brand integrity.

The benefits are clear:

- Greater visibility among relevant target audiences
- Reduced communication waste
- Improved marketing efficiency
- Stronger brand positioning
- Measurable communication impact
- Outstanding value for investment

Whether your objective is to increase brand awareness, strengthen corporate reputation, launch new products, generate leads, or engage decision-makers, our integrated communication solutions help you maximize results throughout the DACH region.

Let's Create Your Next Success Story

Contact our team to discuss your objectives and discover how HJS MEDIA WORLD and A-TV can design a tailored communication strategy for your organization.

One Story. Multi Media. Maximum Impact.



A-TV

Your EveryWhere TV Network

As an integral part of the One Story. Multi Media.™ concept, the independent media brands and platforms of HJS MEDIA WORLD, including BUSINESS+LOGISTIC, DANUBE+BUSINESS, TESTATLAS, and ECONOMY+POLITICS, are fully integrated with the production capabilities of A-TV Film & Video Production.

Television therefore plays a central role in our cross-media communication strategy. By combining broadcast-quality content with digital publishing, social media distribution, and editorial storytelling, A-TV enables organizations to communicate effectively across multiple channels while maintaining a consistent message and brand identity.

A Legacy of Television Excellence

Founded by renowned television producer and media pioneer Walter Winter, A-TV is built upon decades of experience in the Austrian television and film industry.

Walter Winter is widely recognized as one of the pioneers of private broadcasting in Austria. Throughout his distinguished career, he has developed numerous television formats for a variety of broadcasters and played a significant role in the development of Austria's private television landscape. He was also actively involved in major broadcasting innovations and digital transformation initiatives within the Austrian media sector.

Today, he leads A-TV, the television division of HJS MEDIA WORLD, overseeing a diverse portfolio of programs and productions that inform, educate, and entertain audiences throughout the DACH region.



Diverse Programming for Diverse Audiences

A-TV produces and broadcasts a wide range of editorial and commercial formats covering topics such as:

- Healthcare and Wellbeing
- Business and Industry
- Logistics and Supply Chain Management
- Tourism and Travel
- Culinary Experiences and Hospitality
- Culture and Lifestyle

Popular formats such as „Breakfast Health“ and other specialized programs provide high-quality content that attracts engaged and highly targeted audiences.

Why Logistics Matters

Few industries are as important to modern economies as logistics.

As one of the largest economic sectors in Germany and Austria, the logistics industry generates approximately €300 billion in annual revenues and serves as a critical backbone of European commerce, manufacturing, and international trade.

Logistics not only enables economic growth; it drives it.

For this reason, logistics, transportation, infrastructure, and supply chain innovation have become core editorial topics within HJS MEDIA WORLD and A-TV. Through specialized media formats and industry-focused reporting, we provide advertisers and partners with direct access to one of the most influential business communities in Europe.

Television Meets Cross-Media Communication

A-TV is far more than a television channel.

As part of the HJS MEDIA WORLD ecosystem, A-TV serves as a powerful communication platform that combines television broadcasting, professional video production, digital publishing, social media distribution, and content marketing into a single integrated solution.

Through our One Story. Multi Media.™ approach, we transform content into measurable communication success, helping organizations reach decision-makers, customers, stakeholders, and industry professionals throughout the DACH region.

Broadcast. Engage. Influence. Grow.

FILM PODCASTS, EXECUTIVE TALKS & SHORT-FORM PRODUCTIONS

Through A-TV Aichfeld, we develop customized podcasts tailored to your organization and distribute them across our media platforms.

This allows you to showcase your expertise, thought leadership, and industry know-how directly to your target audience.

UNIQUE IN THE GERMAN-SPEAKING MEDIA LANDSCAPE

With its distinctive combination of specialized media brands, social media formats, and television channels, A-TV provides a unique platform for reaching senior decision-makers across European business and industry with exceptional precision.

TV FORMATS & BROADCAST PROGRAMMING

As part of HJS MEDIA WORLD, A-TV produces and distributes a variety of television formats while also publishing several online and print media titles. Although print publications remain popular among advertisers, they are now produced selectively and based on market demand, reflecting the ongoing shift toward digital media consumption.

A Selection of Our Most Popular TV Formats

- **First Moments – Celebrities Up Close***
Hosted by entertainer Peter Grimberg, this popular series features personal interviews with renowned personalities, exploring their journeys from early beginnings to professional success. Guests have included Alfons Haider, Peter Kraus, Roberto Blanco, and many more.
- **Breakfast Health**
One of A-TV's best-known programs, bringing together healthcare professionals, medical experts, and health-conscious audiences in an informative and engaging format.
- **Austria Has Taste**
Leading chefs from Austria's finest restaurants demonstrate their culinary expertise live from premium hotels and hospitality venues across the country.
- **Driving Tips with ÖAMTC**
Produced in cooperation with Austria's leading automobile association, this program covers topics ranging from tire testing and road safety to the latest automotive technologies and innovations.

Programs marked with an asterisk () are third-party productions for which A-TV Aichfeld holds the broadcasting and marketing rights within the DACH region (Germany, Austria, and Switzerland).**



We'll get you on air!

Channel 99 (A1 Explorer)

Press conferences

Events

Trade fairs

Interviews

Round tables

For 35 years, A-TV Film and Video Production has been a well-established player in the Austrian TV and film industry. For 25 years, we have also operated our own TV channel via DVB-T and cable on Channel 99 (A1 Explorer). Get in touch with us.



Contakt:

office@aichfeld-tv.at

Web:

www.aichfeld-tv.at



A-TV PROGRAMMING SCHEDULE

In addition to our ongoing TV reports and established formats such as Breakfast Health, featuring stories from Styria and across Austria, A-TV will present a series of dedicated monthly editorial themes throughout 2026.

These topics will be featured in our regular weekly broadcasts and subsequently consolidated into a comprehensive monthly special report. At the same time, we produce concise digital news features and video highlights for our online platforms, which are then distributed across our social media channels to maximize audience reach and engagement.

Through this integrated cross-media approach, a single story is transformed into a multi-channel communication experience, extending its visibility across television, web, and social media platforms.

One Story. Multiple Channels. Greater Impact.

WEEKLY PROGRAMMING HIGHLIGHTS

A-TV produces and broadcasts original programming on a weekly basis, with all content developed and produced in our own studios. Our editorial teams and reporters are continuously on the road, covering stories and developments that matter to our audiences and partners.

In Styria, A-TV is available via both DVB-T and cable television, while viewers throughout Austria can access our programming on demand via A1 Explorer (Channel 99). While we are proud of our strong regional roots, our editorial focus extends well beyond regional boundaries, covering business, tourism, culture, infrastructure, healthcare, and economic developments of national and international relevance.

Editorial Focus 2026*

- **January**
Winter Tourism in Styria
Exploring the region's premier ski resorts and winter holiday destinations.
- **February**
Culture & Sports in Styria
A closer look at the cultural institutions, sporting venues, and attractions of Graz and the wider region.
- **March**
Styria as a Business & Logistics Hub
Reports from Graz to the Port of Koper (Slovenia), highlighting trade, transport, and economic development.
- **April**
Health & Wellness
Featuring leading thermal resorts, wellness destinations, and healthcare hotels throughout Styria.
- **May**
Stories from Styria's Past
Exploring the rich history, heritage, and traditions of one of Austria's most fascinating regions.
- **June**
Summer of Music, Culture & Sports
Showcasing the events, festivals, and experiences that define the Styrian summer season.
- **July**
Summer & Autumn Travel Destinations
Discovering the attractions of neighboring Slovenia and the Mediterranean lifestyle just beyond Styria's borders.
- **August**
Styria as an Economic Powerhouse
From high-tech innovation and logistics excellence to internationally recognized brands such as Red Bull.
- **September**
Sports in Nature
Featuring some of Styria's most outstanding golf courses and outdoor recreational destinations.
- **October**
Graz & the Political Autumn
Insights into the key political developments shaping the region's future.
- **November**
One Year of the Koralm Tunnel
Examining the economic impact and future opportunities created by one of Austria's most significant infrastructure projects.
- **December**
Christmas in Styria
A tour of the region's most beautiful Christmas markets and festive traditions.

**Editorial themes and programming schedules are subject to change in response to current events and editorial priorities.*

GLOBAL ECONOMY

Those who network trade shape the world order

In geopolitics, it increasingly seems to some that the ends justify the means. They are vying for a “new world order” defined by the law of the strongest. In this struggle, the European Union appears at times to be getting squeezed. And yet, it is proving more resilient than its critics give it credit for. Quietly sidestepping its autocratic rivals, it is positioning itself as a stabilising force in the regulatory order — a pillar of reliability and continuity, and a hub of economic interconnectedness.

People + News

Toyota plans to take a stake in Cellentric

Toyota is seeking to join Cellentric—the joint venture between Daimler Truck and Volvo—as an equal partner.

Business + Finance

Despite the Iran war, German economy remains better

The conflict continues to weigh on economic momentum, yet performance still exceeds that of the comparative month of April 2025.

Best Practice

ESG Reporting

For some, it is a bureaucratic monster; for others, an opportunity for modern corporate management. Either way, it is mandatory.

BUSINESS+LOGISTIC

The Leading Cross-Media Platform for Logistics, Industry & Business

BUSINESS+LOGISTIC is one of the flagship brands of HJS MEDIA WORLD and has been firmly established throughout the DACH region for more than 17 years.

The publication provides direct access to approximately 60,000 senior decision-makers from industry, trade, logistics, services, and the public sector across Germany, Austria, and Switzerland. Since April 2026, the launch of its English-language edition has expanded its reach beyond the GERMAN speaking region (DACH) market to an international audience, making it a unique offering within the German-speaking business media landscape.

Renowned for its credibility, editorial quality, and professional journalism, BUSINESS+LOGISTIC delivers comprehensive insights into the world of logistics and supply chain management from a business perspective. Readers benefit from a broad range of content, including:

- Executive interviews
- In-depth reports and features
- Industry round tables
- Case studies and best practices
- Technology and innovation updates
- Market and business analysis

Trusted by Industry Leaders

Organizations and executives featured in BUSINESS+LOGISTIC are recognized voices within their respective industries. The publication's editorial quality is guided by Editor-in-Chief Hans-Joachim Schlobach, a respected business journalist with more than 35 years of experience covering economics, enterprise computing, digital transformation, and logistics. His expertise and extensive industry network ensure a consistently high standard of reporting and editorial relevance.

BUSINESS+LOGISTIC, blogistic.net, Social Media & A-TV

Nearly every article published in BUSINESS+LOGISTIC is simultaneously available on blogistic.net, our dedicated digital business platform.

This integrated publishing approach offers several advantages:

- Mobile-optimized access for readers on smartphones and tablets
- Long-term availability of articles and features beyond the publication date
- Additional digital content, multimedia features, and supplementary information not available in the magazine format
- Enhanced visibility through search engines and online discovery

As a result, editorial content continues to generate value and audience engagement long after publication.

Amplifying Reach Through Social Media

Every article published in BUSINESS+LOGISTIC and on blogistic.net is actively distributed through our social media ecosystem, including:

- LinkedIn
- Facebook
- Instagram
- Telegram



These channels currently connect us with a highly targeted community of approximately 30,000 business and industry followers across the German-speaking market.

For selected campaigns, we can further amplify visibility by distributing content through specialized industry groups and targeted professional communities. This enables advertisers and partners to extend campaign reach to approximately one million potential prospects and decision-makers.

Organizations also benefit from the established industry reputation and influence of Hans-Joachim Schlobach, whose credibility and network contribute additional visibility and engagement across business audiences.

One Story. Multi Media. Maximum Reach.

When combined with the broader communication services of HJS MEDIA WORLD and the distribution capabilities of A-TV, BUSINESS+LOGISTIC becomes part of a powerful cross-media communication ecosystem.

Through our One Story. Multi Media.™ strategy, content can be distributed across:

- Magazine and e-paper editions
- Digital publishing platforms
- Television broadcasts
- Podcasts and video formats
- Social media channels
- Special-interest business communities

This integrated approach enables organizations to achieve a potential reach of up to three million recipients throughout the DACH region while maintaining a consistent message across multiple communication channels.

BUSINESS+LOGISTIC is where industry leaders, innovators, and decision-makers connect.

Reach the Right Decision-Makers. Build Visibility. Create Impact.



Editorial Focus & Publication Schedule

Following its relaunch in April 2026, BUSINESS+LOGISTIC will publish three additional issues in 2026, providing advertisers and partners with premium opportunities to engage senior decision-makers throughout Germany, Austria, Switzerland, and international markets via its English-language edition.

BUSINESS+LOGISTIC	Specials*	Key Topics	Booking Deadline / Publication Date
	Logistics Industry in Transition	Transport & Rail Logistics; European Ports, Airports and Logistics Hubs; Commercial Vehicles and Fleet Management Solutions.	AS: 21. August ET: 31. August
	Europe, EU, Economy	Top Trends & Innovations in Intralogistics; Energy Efficiency and Carbon Footprint Reduction; Digital Transformation Best Practices...	AS: 23. October ET: 31. October
<i>*Subject to change due to market volatility.</i>	Industry, Logistics, 2027	Industrie 4.0 Solutions; Auto ID, Software & IT; Logistics Best Practise...	AS: 11. December ET: 17. December

Audience Profile

Senior Decision-Makers Across the DACH Region

Managing Directors, Finance Executives, Operations Managers & Procurement Professionals

- **56.4%** Industrial Sector
Manufacturing, Production & Processing Industries (Food, Textiles, Construction, Metals, Pharmaceuticals, Wood, Chemicals, Electronics, Automotive, Mechanical Engineering, Paper & Related Industries)
- **20.3%** Wholesale & Retail Trade
Food, Textiles, Metals, Pharmaceuticals & Related Sectors
- **18.3%** Services
Consulting, Planning, Software & IT, Transport & Logistics, Telecommunications, Business Advisory Services, Parcel Services, Agencies, Real Estate & Related Industries
- **1.9%** Financial Services & Insurance
Banks, Insurance Companies, Factoring Providers & Financial Institutions
- **1.3%** Public Sector
Government Authorities, Public Organizations & Municipalities
- **1.8%** Environmental Technologies & Waste Management
Energy-Efficiency Solutions, Waste Disposal, Water Treatment, Recycling & Environmental Services

Print Magazine Distribution

Austria Only: 2,000 copies*

E-Paper Distribution Across the DACH Region

Approx. 50,000 Readers per Month

Geographical Distribution

- Germany: 61%
- Austria: 32%
- Switzerland: 7%

Social Media Audience

Facebook | LinkedIn | Telegram | X | YouTube

Senior business professionals with strategic and/or financial decision-making authority throughout the DACH region

Total Audience: **30,926 followers**
(As of April 2026)

Industry Breakdown

- Automotive & Industrial Engineering
(Automotive, Automation, Mechanical Engineering) – 18.3%
- Metal Industry
(Metal Production & Processing) – 13.2%
- Transport & Logistics – 13.9%
- Wood & Paper Industries
(Forestry, Wood Products & Paper Manufacturing) – 11.3%
- Chemical Industry
(Chemicals, Liquids, Coatings & Related Products) – 9.1%
- Wholesale & Retail Trade
(Food, Building Materials, Textiles & Related Markets) – 15.7%
- Professional Services
(Logistics Consulting, Planning, Software & IT) – 5.3%
- Financial Services
(Banking, Factoring & Related Services) – 1.4%
- Energy Sector – 2.1%
- Agencies & Media Services
(PR, Advertising, Journalism, Trade Fairs & Events) – 9.7%

Audience Distribution by Country

- Germany: 53%
- Austria: 32%
- Switzerland: 7%
- Other Markets: 8%

**Print circulation is produced and distributed from a minimum net advertising revenue of €10,000 per issue.*



BUSINESS LOGISTIC



WELTWIRTSCHAFT

Wer den Handel vernetzt, bestimmt die Weltordnung

In der Geopolitik scheinen für manche mittlerweile die Zwecke die Mittel zu heiligen. Sie ringen um die „Neue Weltordnung“ des Recht des Stärkeren. Die EU scheint dabei irgendwie unter die Räder zu kommen. Doch behauptet sie sich besser als es die Kritiker ihr zutrauen. An den autokratischen Rivalen vorbei positioniert sie sich eher unaufgeregt als ordnungspolitischer Ruhepol und Hort der Verlässlichkeit und Kontinuität sowie der wirtschaftlichen Vernetzung.

(Foto: Alexander Hauk / Andrea Damm / www.pixelio.de)

LEUTE+NEWS

Toyota will bei Cellentric einsteigen

Toyota will beim Joint-Venture von Daimler Truck und Volvo, Cellentric, als gleichberechtigter Partner einsteigen.

BUSINESS+FINANZEN

Trotz Irankriegs über Vorjahresniveau

Der Iran-Krieg dämpft weiterhin die deutsche Konjunktur. Dennoch liegt sie etwas besser als im Vergleichsmonat April 2025.

BEST PRACTISE

ESG-Berichterstattung

Für die einen ist es ein Bürokratiemonster, die anderen eine Chance für moderne Unternehmensführung. Sie ist dennoch verpflichtend.



General Publication Information

Publishing Frequency

- BUSINESS+LOGISTIC
4 issues per year
- DANUBE+BUSINESS
2 issues per year
- INNOVATION+BUSINESS
1 special edition per year
- ECONOMY+POLITICS
1 special edition per year

Circulation

BUSINESS+LOGISTIC Print Edition / ePaper

- 2,000 copies per issue
- Approx. 15,000 views per month

Print circulation is produced and distributed from a minimum net advertising revenue of €10,000 per issue.

Subscription Rates

Single Issue BUSINESS+LOGISTIC:	€5.00
Annual Subscription (<i>Austria only</i>):	€20.00

Payment Terms

Invoices are payable immediately upon receipt. In the event of late payment, default interest of 15% per annum plus any applicable collection costs will be charged. All services are subject to our General Terms & Conditions and applicable data protection regulations.

Cancellation Policy

Cancellations for print advertisements will only be accepted if submitted in writing to the publisher by mail or fax.

- **No cancellation fees** apply up to four weeks prior to the advertising booking deadline.
- **Cancellations received within two weeks** of the booking deadline will be charged at 50% of the booked advertising rate.
- **Cancellations received within one week** of the booking deadline will be charged at 75% of the booked advertising rate.

The date of receipt by the publisher shall be decisive in all cases.

- Cancellations for online bookings and digital advertising placements are not possible.

Payments already made are non-refundable.

Terms & Conditions

Our General Terms & Conditions are available online at

blogistic.net/hjs-media-world-impressum-agb-dsvgo/



One Story. Multi Media.

Advertising Solutions & Rates

Our goal is to help our partners reach their target audiences as efficiently as possible through our integrated communication ecosystem, including TV, podcasts, print & e-paper publications, web platforms, and social media channels such as LinkedIn, Facebook, Telegram, X, and YouTube.

Across our media brands and communication platforms, advertisers can choose from a wide range of marketing and advertising solutions designed to maximize visibility, engagement, and communication impact.

Below is a selection of our most popular advertising and content marketing opportunities.

One Story. Multiple Channels. Maximum Impact.

TV Commercials

As a private television broadcaster, A-TV offers advertisers the opportunity to air TV commercials at competitive rates. Commercial spots are broadcast between our regular TV programs and formats, while advertisers benefit from the full range of television advertising opportunities.

A-TV Film Solutions

Video has become one of the most important communication tools in the digital age.

Whether you require a corporate film, customer success story, explainer video, executive interview, or short commercial, our production team can create professional video content tailored to your objectives.

When appropriate, we combine video with editorial content and distribute it across our TV channels (Cable & DVB-T), web platforms, YouTube, and social media networks.

Print Advertising

Advertisers can place traditional print advertisements in our magazines and e-paper editions, reaching highly targeted business audiences throughout the DACH region.

Digital Banner Advertising

Banner advertising remains an essential branding tool in modern corporate communications.

We place premium advertising banners on the homepage and within editorial content on platforms such as blogistic.net, danube-business.net, and other HJS MEDIA WORLD websites, including direct hyperlinks where required.

Customized Content Micropages

Customized Content Micropages provide organizations with a dedicated platform to showcase their products, services, expertise, and success stories.

Content published on blogistic.net and danube-business.net is further amplified through our social media ecosystem, which currently reaches more than 50,000 followers across Facebook, Instagram, LinkedIn, X, Bluesky, Telegram, Pinterest, and other platforms throughout the German-speaking market.

This significantly enhances the visibility and relevance of your content.

Social Media Solutions

Successful content marketing requires audience engagement across every communication channel, including TV, print, online media, and social platforms.

HJS MEDIA WORLD actively distributes editorial and commercial content through Facebook, LinkedIn, Instagram, Telegram, X, YouTube, and other digital communities, currently reaching more than 50,000 followers.

These channels generate additional attention for featured articles, campaigns, and branded content. Many stories are further amplified by audience engagement and sharing, generating up to 20,000 additional shares per month.

HJS Events

Under the Austria Lounge and German Lounge brands, A-TV and HJS MEDIA WORLD organize exclusive networking events ranging from intimate executive gatherings to larger industry forums.

Events can be hosted at your premises or at a suitable external venue. Upon request, we can also provide live broadcasting via television and online channels, professional event recording, and post-production of highlight videos.

Contact us to discuss your communication objectives. We will be pleased to develop a customized solution tailored to your specific requirements. Tailor-made packages and individual offers are available upon request.

One.Story.Multi.Media Annual Partnership Package

Achieve maximum visibility across all available communication channels...

HJS MEDIA WORLD	One Story - Multi Media Annual Communication Package	Price
A-TV	4 months, up to 2 minutes TV commercial in all programs (up to 16 broadcasts) 2 filmed interviews, 5 minutes 2 x sharing via YouTube 2 podcasts	
BUSINESS+LOGISTIC	4 full-page ads (230 x 300 mm) in German & English editions 4 stories (case study, interview, or other formats) 4 x social media sharing	
blogistic.net	1 annual premium banner inclu- ding up to 4 banner changes 2 BUSINESS+LOGISTIC stories incl. additional content 2 interviews in issue of choice 4 x Story Sharing	
Price excl. Taxes		55.000,-



Publisher & Owner

Media-Owner/Publisher/Editor: Hajo Schlobach
Managing Director/Publisher/Owner A-TV: Walter Winter

ATV Aichfeld Film- und Videoproduktion GmbH

Address: Bundesstraße 66, 8740 Zeltweg
Tel.: +43 664 225 26 43

or

Tel.: +43 676 433 14 93

mailto: marketing@aichfeld-tv.at

or

mailto: office@journalismus.at

Banking Details

ATV Aichfeld Film- und Videoproduktion GmbH

Volksbank Steiermark

BIC: VBOEATWWGRA

IBAN: AT10 447702 07916 00000

UID: ATU29385803

Commercial Register: FN 82591 h

HJS

Media World

Your Mediapartner with Style

For over 35 Years

www.journalismus.at