Mediapack
2020

IT-BUSINESS
www.it-business.de

IT-BUSINESS
Die Fachzeitschrift für den ITK-Markt

7
15. April – 5. Mai 2019
29. Jahrgang
€ 6,– ISSN 1864-0907

3 x 3 macht neu
NetApp bringt Partner als Dienstleister und Consultants für die Hyperscaler an den Start. > 12

Wem die Kuckucksuhr schlägt
Mit Voucher und Mentoren löst Reiner SCT ein Grundproblem der Zeiterfassung. > 20

Schlaue Security
Wie der Channel mit Künstlicher Intelligenz neuen Bedrohungen die Stirn bieten kann. > 54

DIGITAL IMAGING

Vorsicht Kamera!
Wenn Bilder und Videos zum
Umsatzbringer werden.

iiyama
www.iiyama.de

VOGEL IT MEDIEN

■ PUBLISHING HOUSE

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Tel. 0821 2177- 0
www.vogel.de

■ PUBLISHING HOUSE

Werner Nieberle

■ BANK DETAILS

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Kto.-Nr.   309 771 700
IBAN: DE37 7908 0052 0309 7717 00

■ IT-BUSINESS

Publishing schedule	every two weeks
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■ DATA DELIVERY   see page 17

■ MEMBERSHIPS

EDA

WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt

Informationsgemeinschaft zur Feststellung der
Verbreitung von Werbeträgern e.V.

FIPP

International Federation of the Periodical Press

■ SOCIAL MEDIAS

facebook   twitter   XING   Linked in

**General conditions for ads and promotion
are available in the Vogel customer center:
www.kunden.vogel.de**

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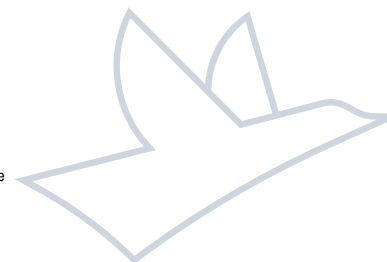+49 (0)821 2177- 122
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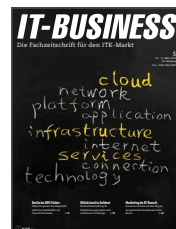|	
800.000+ page impressions/month	**26.000+** distributed circulation
22.000+ newsletter recipients twice per day	**Cross media:** • online • print • social media • events
15.000+ qualified leads generated in 2019	**Social Media:** Facebook 8.824+ Twitter 14.100+ Xing 8.874+ LinkedIn 689+

The ITC-Channel Market

IT-BUSINESS – a magazine that sets standards

„With current specialized news and background reports IT-BUSINESS is an indispensable source of information for the ITC trade."

The medium provides for the decision-makers in the ITC market well-founded information. The editors reliably analyze the opportunities and risks of new products, trends and business models. The comprehensive cross-media concept with the highest editorial quality and modern target group management offers maximum market penetration.

The combination of daily updated online reporting and the elabo`wrate 14-day print magazine as an executive summary is unique. Thus IT-BUSINESS guarantees a high reader retention and strong attention for advertising partners. IT-BUSINESS appears in an IVW-approved distribution of 25.772 Ex. (IVW QIII/2019).
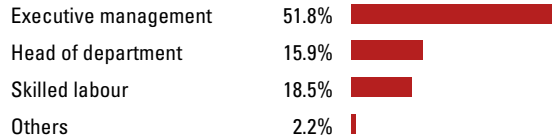
WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt

■ **Position of recipient (multiple naming)**

Executive management	51.8%
Head of department	15.9%
Skilled labour	18.5%
Others	2.2%

■ **Distribution of readership according to business focus**

Others 2.2%

Distributors/wholesalers 4.8%

Service provider 3.6%

Manufacturers 10.8%

ITK-System Houses/VAR 47.8%

Specialized trade 27.6%

■ **Product segments (multiple naming)**
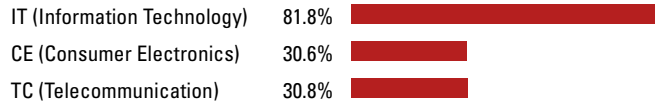
IT (Information Technology)	81.8%
CE (Consumer Electronics)	30.6%
TC (Telecommunication)	30.8%

Printed circulation	25.988 Ex. (IVW QIII/2019)
Distributed circulation	25.772 Ex. (IVW QIII/2019)
Publishing Schedule	every two weeks

Source:IVW EDA Auflagennachweis Q3/2018 - Q2/2019

	N0.	Dp*	Dd*	CHANNEL GUIDES	FAIR TRADES & EVENTS
IT-BUSINESS CHANNEL - FOKUS*					
	1	20.01.2020	13.01.2020		07.01. - 10.01. CES
Feb.	2	10.02.2020	03.02.2020		11.02. - 14.02. ISE
	3	24.02.2020	17.02.2020		24.02. - 27.02. Mobile World Congress
March	4	09.03.2020	02.03.2020		14.03. - 19.03. CloudFest
	5	23.03.2020	16.03.2020		24.03. - 28.03. didacta
April	6	06.04.2020	30.03.2020		20.04. - 24.04. Hannover Messe
	7	27.04.2020	20.04.2020	Storage & Big Data	21.4. - 06.05. Data Storage & Analytics Technology Conference
May	8	11.05.2020	04.05.2020	MSP programms	14.05. - 15.05. HSP Summit
	9	25.05.2020	18.05.2020		27.05. - 30.05. Photokina
June	10	08.06.2020	02.06.2020	IT-Security	09.06. - 02.07. SECURITY Cyberdefense & ID-Protection Conference
	11	22.06.2020	15.06.2020	AWS Guide	23.06.2020 AWS Summit

	No.	Dp*	Dp*	CHANNEL GUIDES	FAIR TRADES & EVENTS
IT-BUSINESS CHANNEL - FOKUS*					
July	12	06.07.2020	29.06.2020		
July	13	20.07.2020	13.07.2020		
Aug.	14	10.08.2020	03.08.2020		25.08. - 29.08. gamescom
Aug.	15	24.08.2020	17.08.2020		04.09. - 09.09. IFA
Sep.	16	07.09.2020	31.08.2020	Cloud & Virtualisierung	08.09. - 24.09. Cloud Technology & Services Conference
Sep.	17	21.09.2020	14.09.2020		
Okt.	18	05.10.2020	28.09.2020	IT-Sicherheit made in Germany	06.10. - 08.10. it-sa // 06.10. DataCenter Day
Okt.	19	19.10.2020	12.10.2020		22.10. Enterprise Workspace Summit (EWS)
Nov.	20	09.11.2020	02.11.2020		19.11. Night of IT-Business 2020
Nov.	21	23.11.2020	16.11.2020		
Dec.	22	07.12.2020	30.11.2020	Year Planner 2020	
Dec.	23	21.12.2020	14.12.2020	ITB YEARBOOK	

* In the channel focus of each issue of IT-BUSINESS, we focus on topics that are currently moving the industry.
  The big cover story is enriched with expert interviews, voices from the channel, accompanying articles as well as
  the results of our readers' survey and personal reader statements.
  Find out more about the **IT-BUSINESS CHANNEL FOKUS** topics of each issue directly with your account manager.
  Subject to change

Dp=Date of publication, Dd = Date of data delivery

IT-BUSINESS CHANNEL FOKUS — BE PART OF IT!

IT-BUSINESS CHANNEL FOKUS

IT-BUSINESS
CHANNEL FOKUS
BE PART OF IT!

In the biweekly IT-BUSINESS Channel Focus we concentrate on a new topic and revise it comprehensively for our readers.
Partners make use of IT-BUSINES Channel Focus to find a central information and contact point, to exchange ideas and to successfully build up and expand the business to achieve the common target, we rely on a complete set of cross-media modules that we skillfully link up.

DATA   ONLINE   OFFLINE   SOCIAL

Please ask your account manager for the current topics and prices

5 REASONS
WHY YOU HAVE TO JOIN CHANNEL FOKUS

1 We establish your position with your channel portfolio all year round and across all types of media

2 You achieve high attention for your solution competence in the channel

3 You reach easier the vendor short-list of the projects of your partners

4 You benefit of valuable insights into the sentiment of the partner

5 You are in constant dialogue with the channel and you can push your topics

Get your own personal feedback ...
and participate with a vendor-independent question in the

IT-BUSINESS
PANEL

Advertorial –
Advertisement in magazine style

Surely you have information about topics that are not really suitable for a classic advertisement. Just use this information in an advertorial!

The professional IT-BUSINESS team sets your content into a layout appropriate to the magazine and the neutral design attracts the particular attraction of the reader.

1/1 page
Type area: 200 x 258 mm
Trim size: 230 x 300 mm
minimum trim on all outer edges

1/1 page: max. 4.000 characters incl. blanks/page and max. 1-3 pictures in 300 dpi resolution

Your Marketing Benefit:
✓ **Product & Solution Competence**
✓ **Partner Recruitment**
✓ **High qualified coverage**

Example: etree Group

Example: Veeam

	Fractional size	Basic price
4c	1/1 page	10,900
	combi print & online	12,500

All rates are quoted in € excl. VAT

2/1 page
Trim size*: 460 x 300 mm

1/1 page
Trim size*: 230 x 300 mm

Junior page panorama, above compound
Trim size*: 308 x 215 mm

2 x 1/2 page panorama, above compound
Trim size*: 460 x 146 mm

2 x 1/3-age panorama, above compound
Trim size*: 460 x 101 mm

2/3 page panorama
Trim size*: 190 x 300 mm

Junior page
Trim size*: 154 x 215 mm

1/2 page horizontal
Trim size*: 230 x 146 mm

1/2 page vertical
Trim size*: 117 x 300 mm

1/3 page horizontal
Trim size*: 230 x 101 mm

1/3 page vertical
Trim size*: 84 x 300 mm

Fractional size	Basic price
1/1-Seite	10,900
2/1-Seite	19,500
Cover pages	
2nd Cover page	12,500
3rd Cover page	11,500
4th Cover page	13,500

All rates are quoted in € excl. VAT

Fractional size	Basic price
Junior page / hockey	7,900
Junior page panorama	13,800
1/2 page	6,500
1/2 page panorama	11,500
1/3 page	4,800
1/3 page editorial	6,500
2/3 page	8,500

All rates are quoted in € excl. VAT

* please add min.
  3 mm bleed

IT-BUSINESS covers your exclusive topic in a special edition. IT-BUSINESS SPOTLIGHT is especially suited for company's anniversaries, complete presentations of companies or product launches or the introduction of a successful partnership of a distributor and a manufacturer (IT-BUSINESS power-duo). We design your IT-BUSINESS SPOTLIGHT according to your CI guidelines.

Example: Microsoft

IT-BUSINESS SPOTLIGHT	
• Conceptual design with captive content only • Support during content revision by our editorial staff • Design & production with your delivered picture material • Print production • Volume: 8 pages • Coverage: 30.000 copies • Distribution as bound-in insert in IT-BUSINESS • 4/4 colour print	**26,000,–**

All rates are quoted in € excl. VAT

Promotion IT-BUSINESS SPOTLIGHT
Content & layout for insert
Design of the IT-BUSINESS Spotlight in your individual corporate design
Exclusive editorial reportimg about your product/company
Publication & promotion via all IT-BUSINESS channels
Social media promotion package included

Social Media Promotion package incl.
IT-BUSINESS@twitter with 14.100 follower
IT-BUSINESS@facebook with 8.824 fans
IT-BUSINESS@xing with 8.874 members

Status: november 2019

IT-BUSINESS Market – the powerful purchasing reference book

- The IT market is characterized by a high variety of products and dynamic of rates
- The IT market is indicated of a variety of products and brands. This is why the IT trade needs a source of information that is able to deliver a complete overview of the latest offers.
- IT-BUSINESS Market offers this overview. Compact and efficient – as an integral market part inside IT-BUSINESS.
- This is how to reach the decision-makers in the IT market directly, quickly, uncomplicated and under conditions, which allow generous advertisement for a small budget.

Magazine Trim Size: 230 x 300 mm
(please add min. 3 mm bleed)

	Fractional size	Basic price
4c	2/1 page	3,200
	1/1 page	1,700
	Cover page (230 x 230 mm)	3,000

All rates are quoted in € excl. VAT

2/1 page
Trim size: 460 x 300 mm
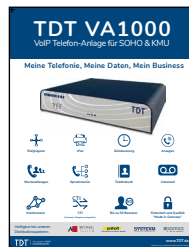
1/1 page
Trim size: 230 x 300 mm

■ **Loose Inserts**

Printed matter (e.g. sheets, cards, mailing leaflets, prospects) which are enclosed in carrier publication.

Min. format	105 x 148 mm
Max. format	220 x 290 mm (larger formats on request)
Max. thickness	4 mm
Weight	Min. 5 g
Space booked	total circulation
Guideline	delivery in end format, folded and trimmed
Price p/1000	loose inserts up to 25g: 280 € each additional 10g: 30 € raise raise for selection 120 €

■ **Bound Insert**
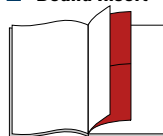
Several pages of printed matter, fixed tightly in carrier publication.

Min. format   148 x 115 mm

Max. format	230 x 300 mm
Max. thickness	2 mm
Weight	4 pages min. 80g/qm, more than 8 pages min. 50g/qm
Occupancy:	complete edition
Guideline:	Insert in notebook format: Trimm 5 mm (all sides), fold 10mm. File smaller than notebook: Bottom and on the sides trimm at the end. On the top addition of 5mm trimm Placement always at the top. More than 4 pages in total: On the top put together; folded in cross.
Rate	4 pages 14,900 €
	6 pages 16,900 €
	8 pages 18,900 €

■ **Affixed printed matters**
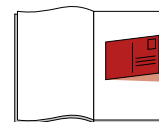
i.e. postcards, flyers, CDs, samples, post-its that have to be sticked.
Price on request

■ **Gatefolder**

The page folding out to the left is stuck to the magazine cover (3 pages).

Price	21,900 €

■ **Belly Band**
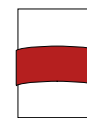
Price	23,900 €
Format	510 x 100 mm + 3 mm trim

All rates are quoted in € excl. VAT

■ **Altarfold Front page**
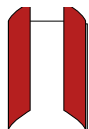
Price	21,900 €
Format	right & left cover page
	125 x 300 mm inside
	227 x 300 mm

■ **Cover page**
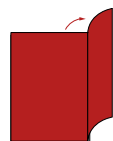
The front page folds out tot he right (2 pages)

Price   21,900 €

All rates are quoted in € excl. VAT

Guidelines for special forms of advertising

■ **Date of order**
Deadline see topics + dates (page 8-9)

■ **Technical specifications**
Special forms of advertising should be processed by machine. In case of process difficulties because of loose inserts, files or stickers, priority is given to completion.

■ **Sample**
At deadline of advertisement a binding sample (issued in 5 copies) and at least one layout sample with details about size and weight has to be submitted to the publisher.

■ **Liability**
Damages occurred because of disregard of the technical requirements for processing special forms of advertising are to be replaced to the publisher.

■ **Delivery**
The delivery has to be done on Euro-pallets. Every single pallet has to be marked with details to the amount and the note "IT-BUSINESS issue number …" Please note the dates of delivery

Loose inserts	3 days prior to deadline of advertisement
Bound Inserts	5 days prior to deadline of Stickers advertisement

You receive the detailed delivery modalities after order invoice.

■ Channel Guides

The Channel Guides of IT-BUSINESS supply an extensive channel relevant presentation of the most important information on a specialized, important product area. Additionally to basic facts and trends, it also contains a number of overviews, highlights and concrete sales assistance. Because of their reference character the Guides related to certain topics are only released once a year.

Size	40 pages
Format	DIN A4
Circulation	28,000 copies
Distribution	Readership of IT-BUSINESS, Trade Fairs and Events
	3.600 to 4.000 characters incl. blanks
and	2 pictures per page.

Topics	Date of issue
Storage & big data	march 2020
MSP guide	april 2020
IT security	june 2020
Cloud & virtualisation	september 2020

Ad pages		Formats	Rate
4c	1/1 page	210 x 297 mm + 5 mm bleed	7,500
	Cover pages 2-4	210 x 297 mm + 5 mm bleed	9,000
	1/2 page vertical	100 x 297 mm + 5 mm bleed	4,500
	1/2 page horizontal	210 x 148 mm + 5 mm bleed	4,500

All rates are quoted in € excl. VAT
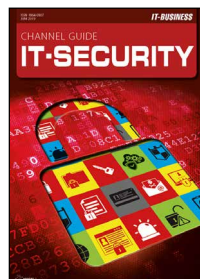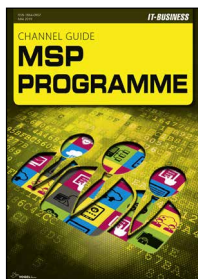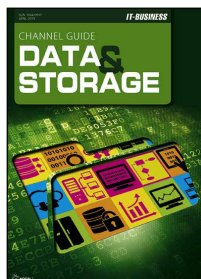
Your Marketing Benefit:
✓ **Image & Brand Awareness**
✓ **Product & Solution Competence**
✓ **Partner Recruitment**
✓ **High qualified coverage**

■ **Highlights 2020/21**

IT-BUSINESS HIGHLIGHTS 2020 – is the high quality overview of manufacturers, distributors and system houses and is dedicated to your highlights of the year. On over 100 pages companies present their current highlights in an attractive presentation. It is the most extensive overview, with high circulation of the players in the German ITC channel and is distributed on various ITC events throughout the whole year.
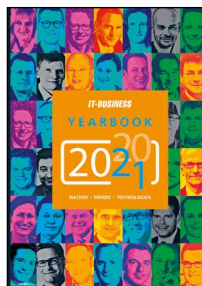
Size	150 pages
Format	DIN A4
Circulation	28,000 copies
Distribution	Readership of IT-BUSINESS, Trade Fairs and Events
Date of publication	21/12/2020

Ad pages		Formats	Rate
4c	Company portrait 2 pages	Standard Layout	7,000
	1/1 page	210 x 297 mm + 5 mm bleed	6,000
	Cover pages 2-3	210 x 297 mm + 5 mm bleed	9,000

We take over the design of your company portrait with a standardized layout. You only deliver text and picture contents. Please ask your account manager for additional information regarding the process and dates.

■ **Year Planner 2020**

Do you want to be in the field of vision of your trade partner? Then make use of the IT-BUSINESS Year Planner 2019! It is of high quality, decorative and contains a variety of additional information useful for the whole year.
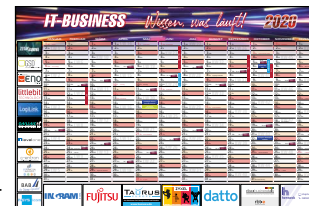
Format	870 x 580 mm
Circulation	28.000 copies
Distribution	Readership of IT-BUSINESS

Logo Formats		Rate
4c	70 x 40 mm	1,500
	110 x 65 mm	3,000

Deliverables

Send logo as vector file (Illustrator or Freehand) or TIF in 300 dpi resolution via eMail to your responsible Account Manager.

Dates	Date of Publ.
Year Planner 2021	07/12

All rates are quoted in € excl. VAT

IT-BUSINESS

■ **Format IT-BUSINESS**
Magazine format   230 x 300 mm
Type area   200 x 280 mm (3 columns)

■ **Format special publications**
Magazine format   DIN A4 (210 x 297 mm)
All formats only in side-cut

■ **Printing specifications**
Printing method   Rotary offset (Heatset)
Paper   LWC glossary

■ **File construction**
A trim of 3mm is required for advertisements printed in sloping way. Please note that important features of your advertisement are not placed next to the margins (5 mm trim tolerance).

■ **Printing symbols**
Symbols for margin, folding and cutting have to be 3 mm outside the picture margin, the thickness of printing symbols should not exceed 0,1 mm.

■ **Fonts**
Do not use system scripts or fonts electronically written by the layout program. The minimum font size for negative font and raster font is 7 point.

■ **Lines and Frames**
Minimum thickness of line is 0,3 point or 0,1 mm

■ **Colour composition**
Maximum exhaustive sum for four colours is for neutral picture areas 290%.

■ **Colour separation**
Coloured pictures have to be made in CMYK, special colours (HKS or Pantone), DCS2-formats and duplex, triplex, quadroplex have to be separated in CMYK.

■ **Picture resolution**
60 raster units, 300 dpi

■ **Printing colours**
Only use printing colours of the european colour scale (Euro scale) for offset print in DIN 16539. Only use original control stripes for copies and print in all colours, which correspond to the BVD-Fogra-standard.

■ **Proof**
The proof should be made on circulation paper or paper with similar surface and colouring. Corrections without proof are to be marked

■ **Increase of tone quality**
The tolerances of increase of tone quality in print are
40%-area +/-3%   80%-area +/-2%

Data delivery

■ **Data delivery**
1. Label the file/folder as follows:
ITB_Client_Issue (Example: ITB_IBM_0914)

2. Transmission of data:
• by email   anzeigen@vogel-it.de
• FTP Server   193.158.250.101
                  Login: ftpuser
                  Password: vit

■ **File formats**
Please send print optimized pdf files or open mac/pc files of current layout or illustration software.

The information portal for the ITC-Channel

IT-BUSINESS.de – Online advertising from classic to multimedia
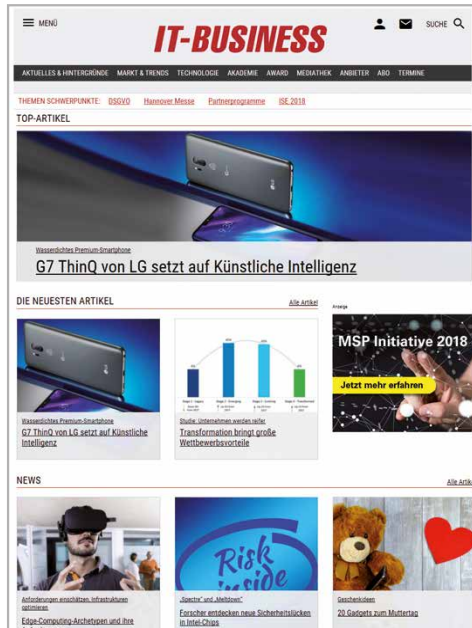
IT-BUSINESS.de is the information source in the internet that offers IT partners all sources of knowledge to be successful in the market.

IT-BUSINESS.de provides advertising customers with innovative forms of lead generation and additionally the complete media portfolio of a modern and target group orientated online offer.

Now you have the choice between classic banner formats, effective newsletter advertisement, outstanding sponsorings and innovative multimedia formats.

In a face-to-face conversation, we'll discuss your targets and find out which format is right for you. Thus, we will work with you to develop the perfect strategy for your success in channel marketing.

Lead generation

Our comprehensive lead portfolio offers you the right format for all targets of your modern B2B online marketing. We offer you the access to the target group and will be happy to advise you regarding the content and the appropriate placement.

Whitepaper

As part of a campaign specifically created for you, we publish in our whitepaper database your specific information offers with high solution potential and useful value for our readers: e.g. technology studies, market studies, trend analyses, infrastructure concepts, best practices, case studies, checklists, tips & tricks, etc.

Livecast

With a livecast you reach the readers of our ITC decision maker portals directly and live at your workplace. For more information, see page 33.

eBooks

Our customized eBooks bundle specific information on a selected topic. They serve the reader as a guide and checklist for decision making. For further information see page 29.

IT-BUSINESS

Billboard Ad

The billboard ad is directly positioned under the horizontal navigation of the website and over the complete width of the content. With its prominent placement this ad attracts the users`high awareness.

• Size: 960 x 250 pix

Leaderboard Standard/Expandable
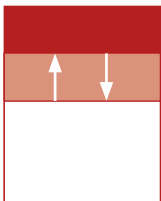
The leaderboard is a big format banner at the top of the website. It places your advertising message prominentely and offers you enough space (Expandable with "expand/close-buttons" for a visually interesting design.

• Size:
  – Standard   728 x 90 pix
  – Expandable   728 x 90 pix und 728 x 210 pix

Halfpage Ad

This large-scale advertising format is placed on the right hand side of the website and is a very prominent ad in the direct field of view of the user.

• Size: 300 x 600 pix

Skyscraper Standard/Expandable
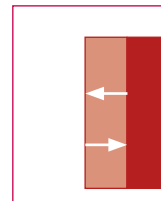
The skyscaper is placed on the right hand side of the website and offers you another prominent opportunity to place your message on IT-BUSINESS.de.

• Size: 160 x 600 pix

Content Ad/Video Ad (Rectangle, MPU) Standard/Expandable
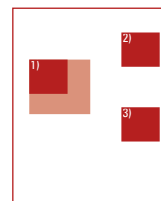
The content ad offers you the chance to advertise "in the middle of all happenings", thus it reaches high awareness. The content ad expandable with its expand/close buttons ensures a visually interesting design of your advert.

• Size: 300 x 250 pix (Expandable 420 x 350 pix)

Your Marketing Benefit:
✓ **Image & Brand Awareness**
✓ **Partner Recruitment**
✓ **Direct increase in sales**
✓ **High qualified coverage**

Media formats: html5, gif, jpg, Rich Media | Max. data size: 49 KB per ad

Hockeystick/Wallpaper
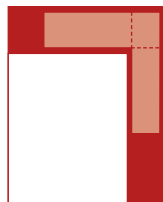
The Wallpaper occupies the complete top and right advertising areas. By surface area it's the biggest and most prominent possibility to advertise on the IT-BUSINESS information portal. The hockeystick is a combination of leaderboard and skyscraper and comprises only one part of the complete advertising area.

• Size:　　　1. 728 x 90 pix on the top, 160 x 600 pix right or
　　　　　　　2. 728 x 90 px on Top or 120 x 600 pix on the right.
　　　　　　　3. Background colour with hex code

Brand Gate/Fireplace

The brand gate takes up the complete above, left and right advertising area of the website. It is the biggest (size) and the most prominent way to advertise.

• Size:　　　　　　　above 980 x 90 pix, Background colour
　　　　　　　　　　　left 160 x 600 pix, right 160 x 600 pix,
　　　　　　　　　　　with hex code

Sticky Ad (Skyscraper)
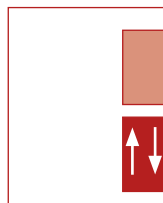
The particularity of the sticky ad is that it always stays in the visual focus of the user, even if the user scrawls down the website. This advertising format reaches high awareness, as the placement of the banner plays a decisive role for a high click rate.

• Size:　　　　　　　　160 x 600 pix
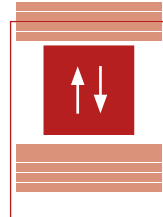
Scroll Ad

The scroll ad is a large-format banner that places your advertising right in the middle of an article. Via scrolling the banner moves within the reading flow.

• Size:　　　　　　　960 x 600 pix
　　　　　　　　　　　Only JPG, GIF
　　　　　　　　　　　appears only on article pages

**We recomend HTML5
as flash files can not be implemented**

Price list Online

Cost per CPM	ROS
Billboard	195
Brand Gate/Fireplace	280
Content Ad (Rectangle)	155
Halfpage Ad	195
Hockeystick/Wallpaper	220
Leaderboard Expandable	140
Leaderboard	120
Skyscraper	130
Skyscraper Expandable	140
Sticky Ad	140
Video Ad	155
Scroll Ad	195
Ad Bundle (Content Ad, Billboard, Sky)	160

All rates are quoted in € excl. VAT

Additional special formats on request

• **ROS** – **Run on site:** Ad appears on all pages of IT-BUSINESS.de

Your Marketing Benefit:
✓ **Image & Brand Awareness**
✓ **Product & Solution Competence**
✓ **Partner Recruitment**
✓ **Direct increase in sales**
✓ **High qualified coverage**

IT-BUSINESS Morning Briefing & Today

Newsletter delivery twice/day to registered recipients.

Placements

Editorial-Ad
(630 x 140 pix)
or bilboard

Billboard ad
(630 x 250 pix) or
XL-banner (630 x 140 pix)

Billboard ad,
XL-banner or text ad

Billboard ad,
XL-banner or text ad

Billboard ad,
XL-banner or text ad
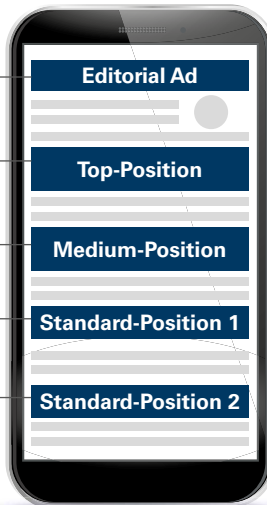
> **Note**
> Please note that outlook 2007/2010 only shows the first frame of animated GIF banners. Therefore we request to deliver a non-animated banner.

Specification for text ads:

• Size picture	300 x 300 pix
• Max file size	49K
• File formats	jpg/gif/png (static)
• Max. number of text characters:	title (max. 40), text (max. 250 incl. blanks)

Placement	Banner formats	Delivery	Basic price
Editorial Ad	Billboard Ad / XL Banner	morning or midday delivery	1,750
Top-Position	Billboard Ad / XL Banner	morning or midday delivery	1,750
Medium-Position	Billboard Ad / XL Banner / Text Ad*	morning or midday delivery	1,250
Standard-Position 1 & 2	Billboard Ad / XL Banner / Text Ad*	morning or midday delivery	950

Cost per cw in morning or midday delivery in €, excl. VAT

IT-BUSINESS

Do you have an event, a trade fair or a special occasion to restage in prominent position?
Make use of our event package to attract attention to your event and invite participants via effective marketing tools like premium event insertion, promotion box and newsletter.

Event package	Rate
• 2 weeks promotion box - including creation + rotation - placement on homepage & topic channels • 1 week newsletter promotion - text ad or fullsize banner - placement in newsletter IT-BUSINESS Today • premium event insertion in event calendar - detailed description - link - logo • premium company profile (description on p. 32)	3,900

All rates are quoted in € excl. VAT

Example: Eno Telecom GmbH

Our customized eBooks bundle specific information on a selected topic. They serve the reader as a guide and checklist for decision making.

With the eBook premium package you secure an exclusive topic for yourself which offers certain advantages:

✓ Exclusive assignment to a certain topic

✓ High profile in topic matching surrounding

✓ Topic awareness

✓ Lead generation

eBook premium package: exclusive & relevant	
• Volume: 8-12 pages (DIN A4) • Text & design by publishing house • IT-BUSINESS look-and-feel **Benefits** ✓ Exclusive promotion for 3 months ✓ Promotion box on cover page ✓ Extensive lead generation incl. social media package ✓ 100 leads **Promotion** ✓ Highlighted presentation of eBook ✓ Mailshot to registered users ✓ Promotion on website	12,900

All rates are quoted in € excl. VAT
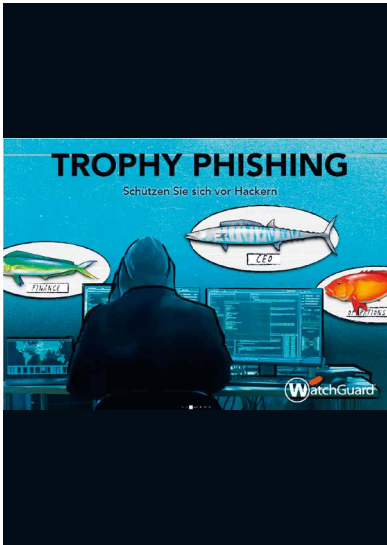
Example: Watchguard

Social-Media Promotion-Paket inklusive
IT-BUSINESS@twitter with 14.100 follower
IT-BUSINESS@facebook with 8.824 fans
IT-BUSINESS@xing with 8.874 members

Status: november 2019

Whitepaper

In the IT-BUSINESS whitepaper database we publish corporate brand press releases with high solution potential and efficiency for the IT channel target group, i.e.

- Technology studies
- Market studies
- Case studies
- Concepts
- Best Practices

There's a basic principle for your Value Contents: The more neutral, technical and less sales orientated they are, the more likely the audience will read them.

You will reach a high success rate, if your potential customer perceives you as a future orientated and technically competent supplier of solutions.

IT-BUSINESS.de can use and transform all kinds of document formats like DOC, PDF and PPT into the Whitepaper format.

Whitepaper premium package	
• 10 whitepaper • 3 months hosting • Teaser • Teaser and keywords can be changed • Promotionbox • Support of lead generation via banner advertisement on website • Reporting • All generated leads & social media promotion package incl.	10,500

All rates are quoted in € excl. VAT

Social Media Promotion package incl.
IT-BUSINESS@twitter with 14.100 follower
IT-BUSINESS@facebook with 8.824 fans
IT-BUSINESS@xing with 8.874 members

Status: november 2019

Your Marketing Benefit:
✓ **Product & Solution Competence**
✓ **Lead generation**
✓ **High qualified coverage**

Place your advertising message with an advertorial on an exclusive landingpage.

In your individual area you can highlight your advertising message and present yourself as a competent solution provider.

Online Advertorial / Best Practice	Rate
• banner promotion • single email shot • lead generation (all generated leads incl.) • social media promotion package incl.	10,500

Best Practice Online Advertorial	Preis
• Teaser on your Homepage • Integration in Newsletter • Banner- nd Social-Media-Paket	7,500,–

All rates are quoted in € excl. VAT

Social Media Promotion package incl.
IT-BUSINESS@twitter with 14.100 follower
IT-BUSINESS@facebook with 8.824 fans
IT-BUSINESS@xing with 8.874 members

Status: november 2019

Example: Dell EMC & TIM Best Practice

IT-BUSINESS

The extensive databank with pinpointed search functions offers reliable answers to the question „Who supplies what kind of solutions?" With your detailed provider's profile you are available with your contacts and an extensive company profile in the ITC trade at any time. In addition we support you with a basic company profile installation free of charge.

Your company address is not lodged yet? Please contact your account manager.
Control the success of your profile
With our IT-BUSINESS customers' portal you ensure the topicality of your company data and have an overview about the number of accesses to your profile. We ensure the data administration of your company on request.

example of a company profile

| Profile	Services	Price/Year
Basic profile	• company address • Hosting of your whitepaper (max. 5) and webcasts (max. 5)	free
Premium profile	• Logo • Complete contact data • Extensive company's profile • Management contact with photo • Product showroom with photos • Possibility of publication of further photo material • Transmission of press releases about your company • Link to your company's RSS feeds • Hosting of your whitepapers and webcasts (10 each) • Publication of relevant topics in the event calendar	1,800
Service option	• Maintenance of your provider's profile	240

All rates are quoted in € excl. VAT

✔

Each action in your company profile leads to a teaser on the IT-BUSINESS homepage

With the IT-BUSINESS Live Cast you reach the IT partners directly and live on the workplace. A successfully established interactive communications platform offers you the possibility to contact your target group directly via internet and to generate high attraction on your information within an interested auditorium.
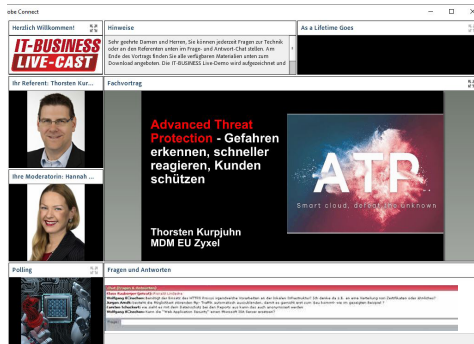
Exclusive-Livecast	Partnership
• Duration of conference: approx. 1 hour + 15 min. soundcheck • 1 month hosting as on demand webcast **Promotion** • Announcing advertisement in IT-BUSINESS • 1 week presence in newsletter IT-BUSINESS today • email-mailing to presence participants of IT-BUSINESS • Promotion on IT-BUSINESS social media channels **Administration & Services** • Introduction of your specialized speaker • Introduction to theme • Integration of a survey in your presentation incl. reporting • Registration website with agenda • Recording and supply as on demand webcast on IT-BUSINESS.de • Reporting participants	7,900 no discount available

Combi-Livecast	
• **Combi-Livecast Channel & Decision maker:** IT-BUSINESS.de + Insider-Portal	14,900

All rates are quoted in € excl. VAT

Social Media Promotion package incl.
IT-BUSINESS@twitter with 14.100 follower
IT-BUSINESS@facebook with 8.824 fans
IT-BUSINESS@xing with 8.874 members

Status: november 2019

Benefit from maximum exclusivity!

With a stand alone mailing you reach your target group with your message directly into their mailbox. You just provide the content and the desired clarify the target group and we'll take care of the rest!

Your advantages:
• Attention in a relevant audience
• Qualified traffic to your own website
• Exclusive portrayal without competitors
• Co-branding with media brand
• Low scattering losses

Rate per transmission*   **5,900,-**
*6.000 recipients

All rates in €, plus VAT

Co branded header

Top image with headline
(max. 60 signs)

text

text
(benefits of your product /solution

call to action
linking to your website

IT-BUSINESS Partner Zone – your own microsite embedded into an editorial context

The "Partner Zone" on IT-BUSINESS.de is an individual area, that you can customize to your demands. In your Special Zone not only can you promote your advertising message, but also you have the possibility to present yourself as a competent solution partner with your Whitepapers, Webcasts or other multi media contents, as well as news, dates and appointments etc.

Because of the automatic input of editorial content related to your company, the user gets an extensive overview of your company's solution competence.

Partner Zone – Premium	Rate for 3 months

• Customized design
• Individual content – possible features are:
  - Logo
  - Link to vendor profile
  - Promotion boxes for whitepaper & webcasts
  - Testimonials
  - Link to events
  - Listing of Whitepapers, Webcasts
  - Advertorial
• Integration of editorial content (e.g. news, articles, tests, …)
• Exclusive banner package for Leaderboard and Skyscraper
• Reporting
	22,500
	
	further month:
	4,900

All rates are quoted in € excl. VAT

General Technical Details for Banners

■ **Data Formats**
HTML5, GIF, JPG, Rich Media

■ **Data size**
Please make sure max. data size:
per ad is 49 KB

■ **Link for the Landing Page**
Has to be named for every banner.

■ **Redirect-/ Third-Party Advertising**
Adserver is possible (customer's responsibility)

■ **Alternative Text**
You do have the possibility to integrate text on mouse over action into the banner through the alternative text. Please state the text you want to include, additionally.

■ **Text Ads**

Text Ads for newsletters and the website have to be sent to the following E-Mail address at least three days before the date of publication: banner@vogel-it.de. Please communicate to us the address of the link, the time period you want to book, the previously agreed advertising spaces and the contact person.

■ **Newsletter Banner**
Please note that outlook 2007 only shows the first frame of animated GIF banners. Therefore we request to deliver a non-animated banner.

Data Delivery

■ **Per email:**
At least three days before the start of the campaign to: banner@vogel-it.de

**We recomend HTML5
as flash files can not be implemented**

Full-Service im ITC-Channel-Marketing

Services

You like to know…
…what your target group thinks?
…what they purchase?
…how they decide?

We provide the basis for the optimization of your product and sales strategy via market research. The users of the Insider portals are questioned via our online market research tool about their products, solutions and services. To reach a representative number of partcipants the survey is supported with a promotion package on the corresponding website.

Online readers' survey	
• maximum 12 questions from you • possible implementation of a raffle • programming of the survey • promotion on starter page • running period: approx. 4 weeks • evaluation and documentation of the results • Reporting	12,500

All rates are quoted in € excl. VAT

Example: Dell online readers' survey

Less wasted circulation for your direct marketing campaigns

IT-BUSINESS possesses a well nurished data bank with over 30.000 adressesin the ITC channel. We're able to select directly your requested adresses. Make usage of the know how of a successful B2B publishing house for the distribution of your advertising mailings!The packaging and delivery by post of your mailing can be organised by our lettershop service provider.

Example	rate
Mailing an 10.000 Adressen • Mailing to 10.000 adresses-personalized serial letter • on your stationery- packaging in your panel envelope DIN • long- weight under 20g-delivery • by post	1,700
• selection of target groupsupply • of adresses (single usage)	1,890
10.000 selektierte Adressen Price per adress: 0.50 €	3,000
Postage: 0.25 € per letter	2,500
In total	9,090

All rates in €, excl. VAT

Offprints, ePrints & publication licences

IT-BUSINESS is well-established in reporting with highest editorial quality and credibility. A contribution about your company is thus of high importance for you. You are able to buy a publication licence for editorial articles in order to use them as image promotion.

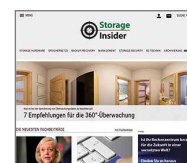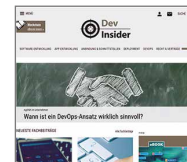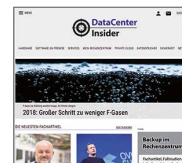| ePrint (PDF)	rate
Basis: **printed article in a guide**	
• Ebook optimized PDF with picture & graphics • On request with placement of your company's logo • publication licence	480 per article
Basis: **online article published on an insider website**	
• web optimized PDF without picture • publication licence	185 per article
• Ebook optimized PDF with picture & graphics • exclusive new design of the online article • On request with placement of your company's logo • publication licence	780 per article
• Link to the articles of the insider websites	free

Offprints (offset print)
In addition to your ePrint we offer you the possibility to get your offprints printed on paper (min. 1,000 copies)

Formate: DIN A4
Paper: 135 g picture print shiny
Print: 4/4 coloured euroscala

All fees in €, VAT excl. Other and more copies on request. Please ask for an individual offer.

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Treibstofffürdas Systemhaus-Geschäft
PARTNER PROGRAMME

Bechtle expandiert
Das mächtige Systemhaus stemmt die größte Übernahme der Firmengeschichte. > 7

Synaxon kooperiert
Die Kooperation mit Crayon erleichtert die Lizenzierung von MS Cloud-Diensten. > 12

Intel feiert
Eines der prächtigen Unternehmen der IT-Branche wird 50. > 48

Sonderpublikation ZYXEL

VOGEL

Konferenzen & Summits

ITK-Channel

IT-Entscheider in Unternehmen

Public Sector

MORE SUCCES FOR YOUR
B2B-MARKETING

VOGEL COMMUNICATIONS GROUP

BIGDATA INSIDER | BLOCKCHAIN INSIDER | CLOUDCOMPUTING INSIDER | DATACENTER INSIDER | DEV INSIDER | IP INSIDER | SECURITY INSIDER | STORAGE INSIDER

IT-BUSINESS | Healthcare COMPUTING | eGovernment COMPUTING | VOGEL IT AKADEMIE | AUTOMOBIL INDUSTRIE | autoFACHMANN | autoKAUFMANN | bike business

blechnet | DeviceMed | ELEKTRONIK PRAXIS | elektrotechnik | F+K Fahrzeug+ Karosserie | GEBRAUCHTWAGEN PRAXIS | IWW INSTITUT | kfz-betrieb

KFZ SCHADEN MANAGER | konstruktions praxis | LABOR PRAXIS | marconomy Marketing und Kommunikation in der Wirtschaft | MMLOGISTIK | MM MaschinenMarkt | PharmaTEC Forschung · Technik · Praxis | PROCESS Chemie·Pharma·Verfahrenstechnik | Schüttgut