

2021

MEDIAPACK

IT-BUSINESS

www.it-business.de

IT-BUSINESS

Die Fachzeitschrift für den ITK-Markt

19
19. Oktober – 08. September 2020
= 30. Jahrgang
€ 6,- ISSN 1864-0907

DIGITAL WORKPLACE & MOBILITY



Sattes Zubrot
Die DSGVO entwickelt sich zur
sprudelnden Einnahmequelle für
Systemhäuser. > 12

Interne Daten
Der Feind lauert innen. Daten
werden oft von Mitarbeitern
gezielt aufgespielt. > 44

PUBLISHER'S IMPRINT

Vogel IT-Medien GmbH, Augsburg is a wholly owned subsidiary of Vogel Communications Group, Würzburg. Since 1991 the publisher releases business media for decision-makers who are in charge of production, procurement or application of information technology. In addition to print & online media the publisher also offers a wide-ranging portfolio of events. The most important publisher's offers are IT-BUSINESS, eGovernment Computing, HealthcareComputing, BigData-Insider, Blockchain-Insider, CloudComputing-Insider, DataCenter-Insider, Dev-Insider, IP-Insider, Security-Insider and Storage-Insider.

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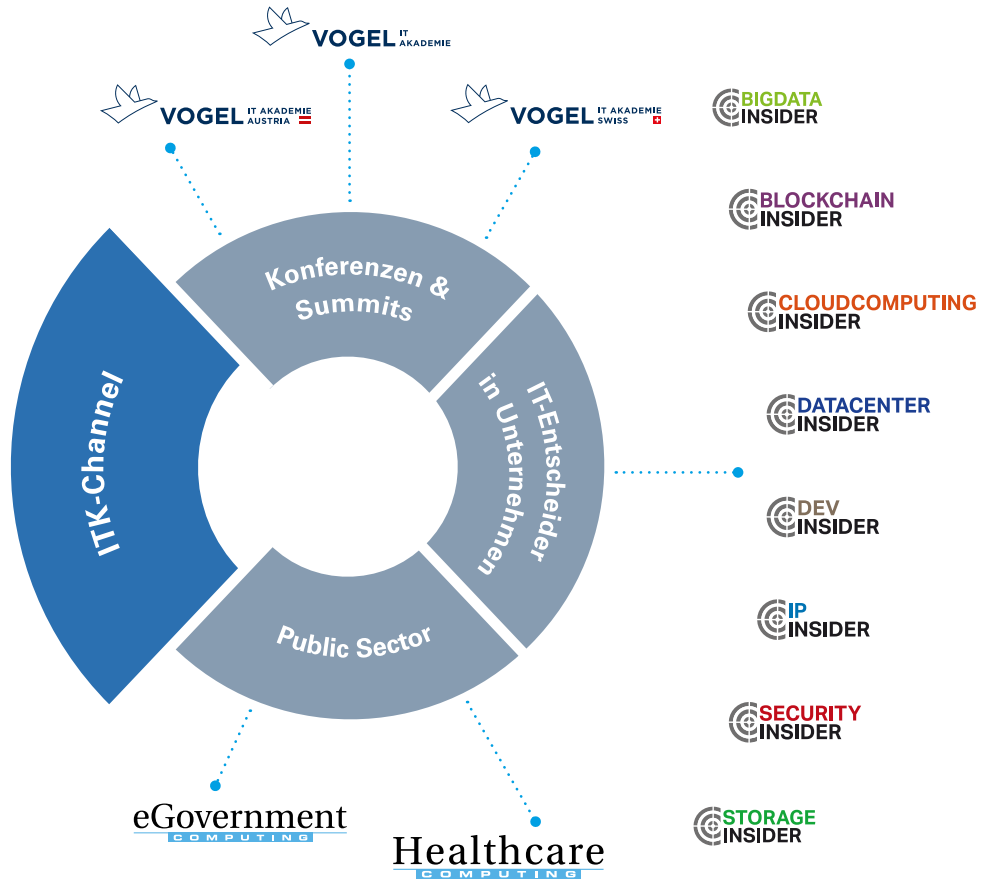
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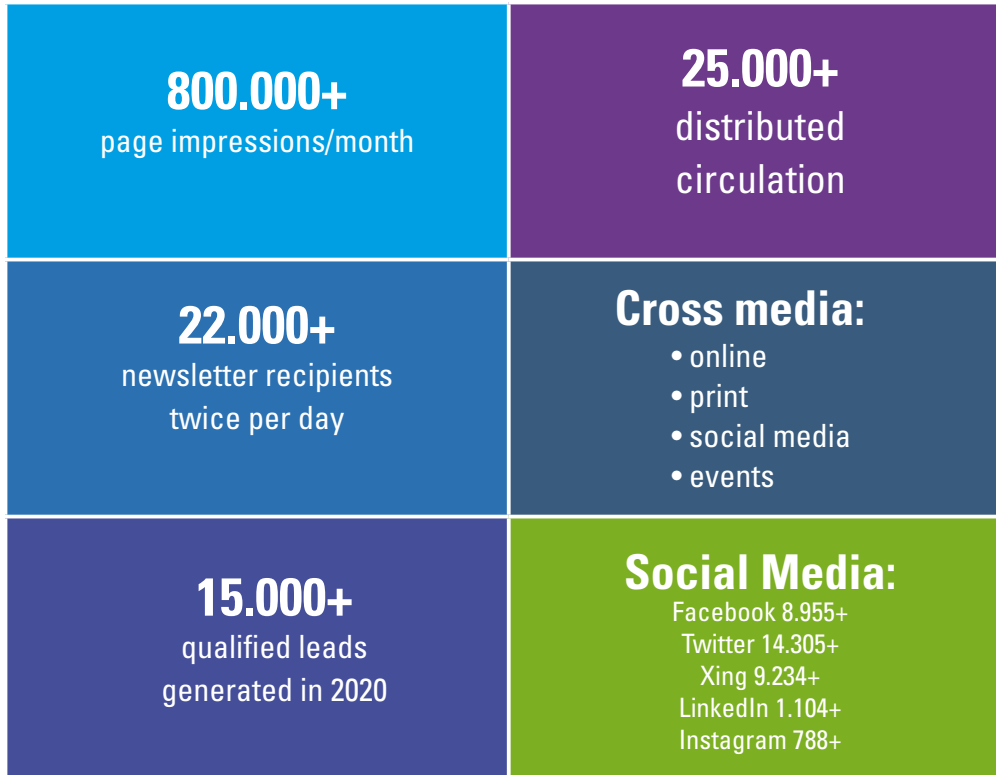
IT-BUSINESS

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.







Sylvia Lösel | Chief editor

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"IT-BUSINESS is the medium that provides all the information to be successful in the ITC channel! Our portfolio ranges from background reports to news on current market happenings up to exciting podcasts."

Sylvia Lösel



Lilli Kos | Co-Publisher

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lilli.kos@vogel-it.de

"We are pleased to present you our cross-media planner for 2021. Our media concept combines perfection with passion and offers you top performance for your successful channel marketing. Talk to us - our experienced and dedicated media team is always available for a creative and trusting exchange."

Lilli Kos

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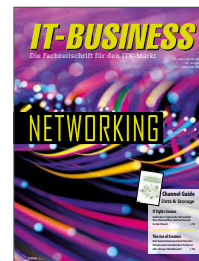
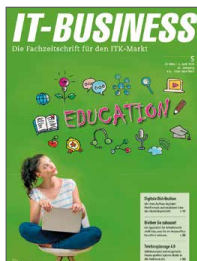
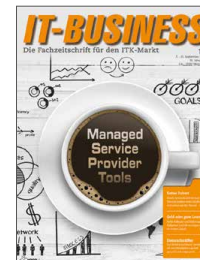
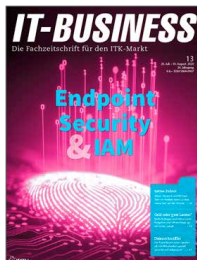
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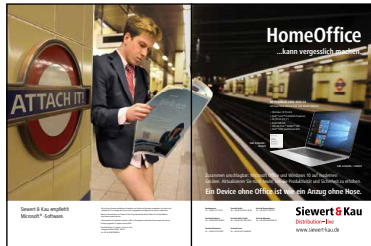


	IT-BUSINESS CHANNEL FOKUS*			DP=Date of publication, DD = Date of data delivery
	No.	DP	DD	Channel Guide
January	1	18/01/2021	11/01/2021	
February	2	08/02/2021	01/02/2021	
	3	22/02/2021	15/02/2021	
March	4	08/03/2021	01/03/2021	
	5	22/03/2021	15/03/2021	
April	6	12/04/2021	01/04/2021	
	7	26/04/2021	19/04/2021	STORAGE & DATA
May	8	10/05/2021	03/05/2021	MSP Program
	9	25/05/2021	17/05/2021	
June	10	07/06/2021	31/05/2021	IT-Security
	11	21/06/2021	14/06/2021	AWS Guide

IT-BUSINESS CHANNEL FOKUS*				DP=Date of publication, DD = Date of data delivery
	Nr.	DP	DD	Channel Guide
July	12	05/07/2021	28/06/2021	
	13	19/07/2021	12/07/2021	
August	14	16/08/2021	09/08/2021	
	15	30/08/2021	23/08/2021	
September	16	13/09/2021	06/09/2021	Cloud & Virtualization
	17	27/09/2021	20/09/2021	
October	18	11/10/2021	04/10/2021	IT-Security made in Germany
	19	25/10/2021	18/10/2021	Digitalpact School
November	20	08/11/2021	29/10/2021	
	21	22/11/2021	15/11/2021	
December	22	06/12/2021	29/11/2021	Year calendar 2022
	23	20/12/2021	13/12/2021	IT-BUSINESS Yearbook



* In the Channel Fokus 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



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-page panorama, above compound
Trim size*: 460 x 101 mm



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



In the biweekly IT-BUSINESS CHANNEL FOKUS we concentrate on a new topic and revise it comprehensively for our readers.

Partners make use of IT-BUSINESS CHANNEL FOKUS 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

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 shortlist 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

- 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.



2/1-Page
Trim size*: 460 x 300 mm



1/1-Page
Trim size*: 230 x 300 mm



FRACTIONAL SIZE	BASIC PRICE
1/1 - Page 230 x 300 mm*	1.700,-
2/1 - Page 460 x 300 mm*	3.200,-
Cover page 230 x 230 mm*	3.000,-

*please add min. 3 mm bleed

■ POSITION OF RECIPIENT (multiple naming)

Executive management	51,6%
Head of department	15,9%
Skilled labour	18,4%
Others	0,3%

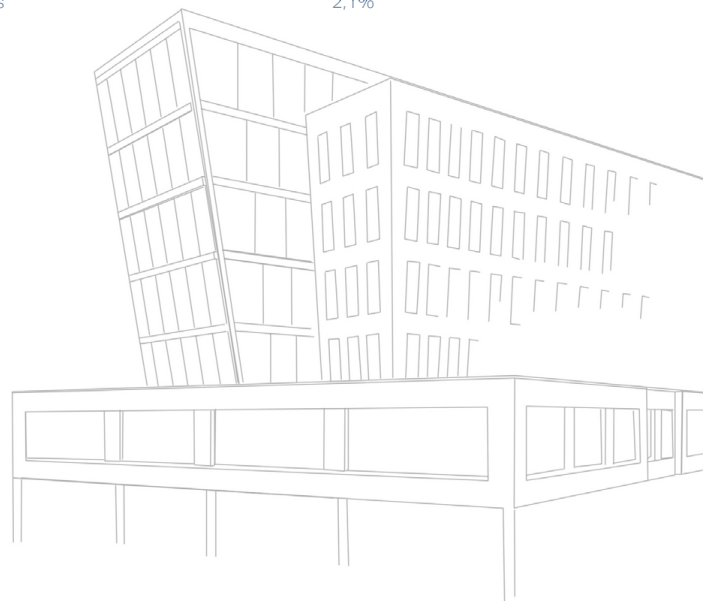
■ PRODUCT SEGMENTS (multiple naming)

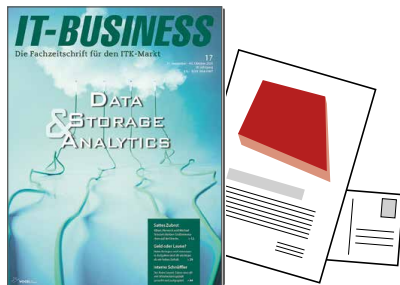
IT (Information Technology)	94,1%
TK (Telecommunication)	61,1%
CE (Consumer Electronics)	30,1%

Printed circulation	25.508 Ex. (IVW QIII/2020)
Distributed circulation	25.205 Ex. (IVW QIII/2020)
Publishing Schedule	every two weeks

■ DISTRIBUTION OF READERSHIP ACCORDING TO BUSINESS FOCUS

ITK-System Houses/VAR	48,2%
Specialized trade	27,4%
Manufacturers	13,8%
Distributors/wholesalers	5,5%
Service provider	3,0%
Others	2,1%





■ LOOSE INSERTS

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

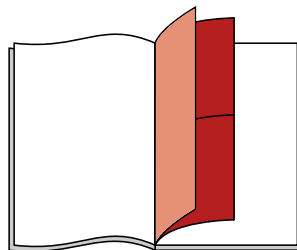
Min. format 105 x 148 mm

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 per 1000 loose inserts up to 25g: 280 €
each additional 10g: 30 €
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
complete edition

Occupancy
Guideline

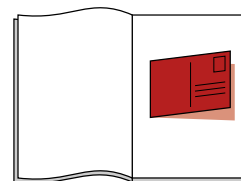
Insert in notebook format:
Trimm 5 mm (all sides), fold 10mm.

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 €

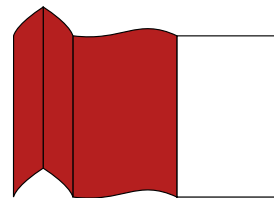
■ AFFIXED PRINTED MATTERS



i.e. postcards, flyers,
CDs, samples, post-
its that have to be
sticked.

Price on request

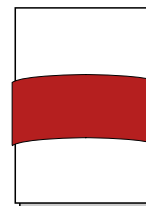
■ GATEFOLDER



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

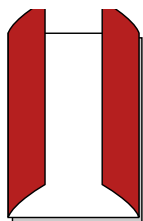
Price 21,900 €

■ BELLY BAND



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

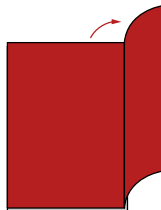
■ ALTARFOLDER FRONT PAGE



Format right & left
cover page
125 x 300 mm inside
227 x 300 mm

Price 21,900 €

■ COVERPAGE



The front page
folds out to the
right (2 pages)

Price 21,900 €

■ 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 nr_date"

Please note the dates of delivery:

Loose inserts	3 days prior to copy deadline
Bound Inserts	5 days prior to copy deadline

You receive the detailed delivery modalities after order invoice.

■ DELIVERY ADDRESS

Vogel Druck und Medienservice
Warenannahme/IT-BUSINESS (Ausgabe Nr.)
Leibnizstr. 5
97204 Höchberg

SPECIAL PUBLICATIONS

■ Channel Guides

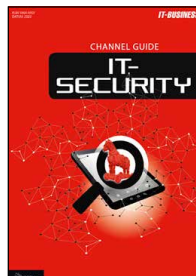
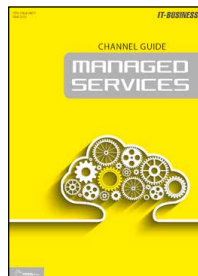
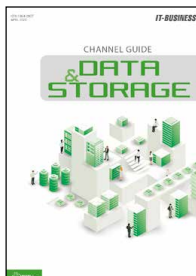
The Channel guides of IT-BUSINESS supply an extensive channel relevant presentation of the most important information on a specialized, important product area. Additionally to basic facts and trends, it also contains a number of overviews, highlights and concrete sales assistance. Because of their reference 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	april 2021
MSP GUIDE	may 2021
IT-SECURITY	june 2021
CLOUD & VIRTUALIZATION	september 2021
DIGITALPACT SCHOOL	october 2021

ADVERTISEMENT	BASIC PRICE
1/1 - Page 210 x 297 + 3 mm bleed	7.500,-
Cover page U2-U4 - 210 x 297 mm + 3 mm bleed	9.000,-
1/2 - Page horizontal 100 x 297 + 3 mm bleed	4.500,-
1/2 - Page vertical 210 x 148 + 3 mm bleed	4.500,-
1/3 - Page horizontal 70 x 297 + 3 mm bleed	3.000,-
1/3 - Page vertical 210 x 95 + 3 mm bleed	3.000,-

All rates are quoted in € excl. VAT

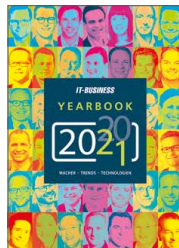


■ YEARBOOK

IT-BUSINESS HIGHLIGHTS 2021 – 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	21/12/2021



AD PAGES	RATE
Company portrait 2 pages	7.000,-
Cover pages U2 & U3 210 x 297 + 3 mm bleed	9.000,-
1/1 page 210 x 297 mm + 3 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 2022

Do you want to be in the field of vision of your trade partner? Then make use of the IT-BUSINESS Year Planner 2022! 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



LOGOFORMATS	RATE
70 x 100 mm	1.500,-
110 x 65 mm	3.000,-

All rates are quoted in € excl. VAT

DATE	DP
Year Planner 2022	06/12/2021

■ 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, quadroxplex 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 16539. Only use original control spaces for copies and print in all colours which correspond to the BVD-Fog standard.

■ PROOF

The proof should be made on circulation paper with similar surface and colour. Corrections without proof are to be marked.

■ INCREASE OF TONE QUALITY

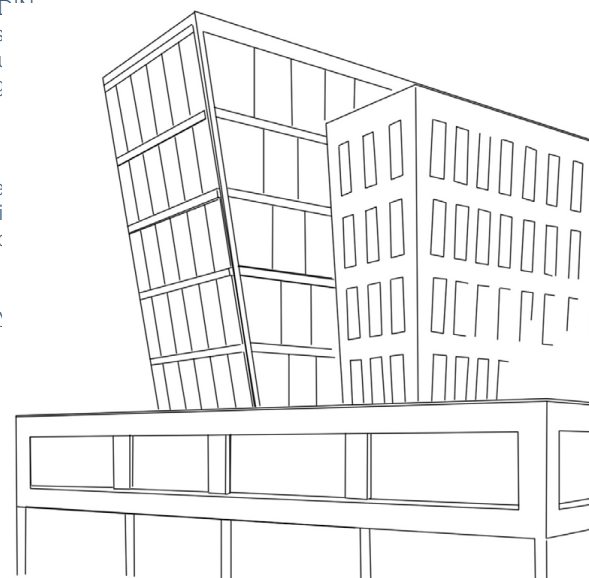
The tolerances of increase of tone quality print are
40%-area +/-3%
80%-area +/-2%

■ DATA DELIVERY

1. Label the file/folder as follows:
ITB_Client_Issue (Example: ITB_IBM_0914)
2. Transmission of data:
 - by email dispo@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.



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THE INFORMATION PORTAL FOR THE ITC-CHANNEL



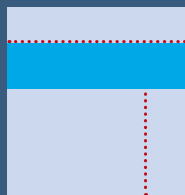
MEDIA FORMATS:

- html5
- gif
- jpg
- png
- Rich Media

MAX. DATA SIZE:

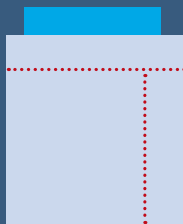
- 49 KB per ad

Our banner advertising follows the recommended standards of the coalition for better ads. Our readers benefit is a more enjoyable experience on our pages. Our customers benefit from advertising on banners that are better perceived and achieve a sustainable impact.



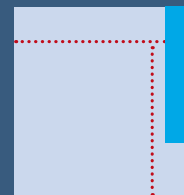
BILLBOARD
960 x 250 px

CPM 195,-



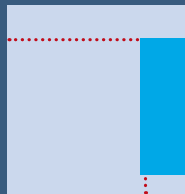
LEADERBOARD
Standard
728 x 90 px

CPM 120,-



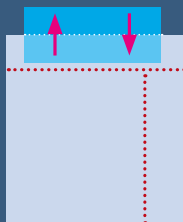
SKYSCRAPER
Standard
160 x 600 px

CPM 130,-



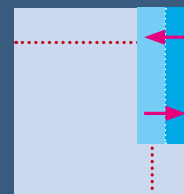
HALF PAGE
Page Ad
300 x 600 px

CPM 195,-



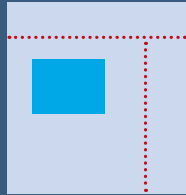
LEADERBOARD
Expandable
728 x 90 px
728 x 210 px

CPM 140,-



SKYSCRAPER
Expandable
160 x 600 px
160 x 320 px

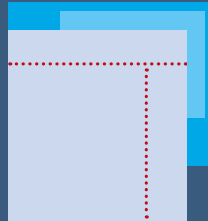
CPM 140,-



CONTENT AD

300 x 250 px
Rectangle / MPU

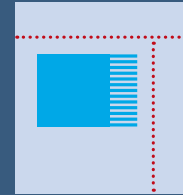
CPM 155,-



WALLPAPER

728 x 90 on the top
+160 x 600 px right
or 120 x 600 right,
background colour
with hex code

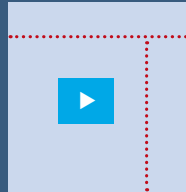
CPM 220,-



NATIVE AD

text: max. 50 signs
headline: max. 30 signs
Picture format:
300 x 300 px

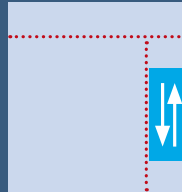
CPM 155,-



VIDEO AD

playout in 16:9 format
media input: mpg,
mpeg, wmv, avi

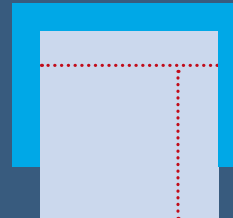
CPM 155,-



STICKY AD

(Skyscraper)
160 x 600 px

CPM 140,-



BRANDGATE / FIREPLACE

above 980 x 90 pix & 1200 x 90 pix,
left 160 x 600 pix,
right 160 x 600 pix,
background colour with hex code

CPM 280,-

MEDIA FORMATS: :

- html5
- gif
- jpg
- png
- Rich Media

MAX. DATA SIZE:

- 49 KB per element

■ Redirect / Third-Party Advertising

Adserver is possible (liability on customer side)

■ Animated banners for newsletters

Please note that in Outlook 2007/2010, for animated gif banners, only the first frame is displayed. The animation will no longer be able to be displayed in Outlook since version 2007.

■ Data delivery

Please send your data to your contact person up to three days before the campaign starts or to banner@vogel-it.de.

Newsletter-Advertisement

IT-BUSINESS Morning Briefing & Today
Newsletter delivery twice/day to
registered recipients.

HomeOffice
... kann vergänglich sein!

ATTACH IT

IT-BUSINESS

IT-BUSINESS Update für Ursula Gebauer

Minicase-Studie
Im Homeoffice ohne
Beweisstein für Bedrohungen

Der nächste Lockdown ist da und wieder sind viele Arbeitnehmer ins Homeoffice abgewandert. Bisher hat einer weltweit Minicase-Umfrage zufolge die IT-Security dabei das Nachsehen gehabt. Deutschland hinterlässt im Ländervergleich hinterher, weiltesten.

Entdecken Sie Smart Working mit Wildix

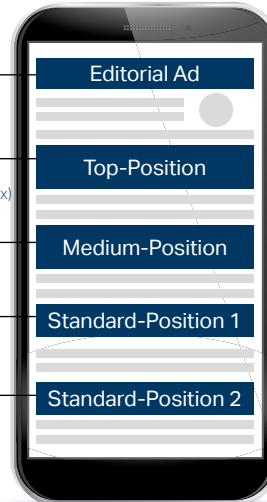
Zeigen Sie Ihren Kunden, wie schnell und einfach ein Homeoffice-Konzept mit Wildix einrichten, verwirklichen und skalieren lassen. Wildix - die flexible und sofort verfügbare, browserbasierte Telefonanlage mit UCC-Funktionen in der Cloud. Erfahren Sie mehr über Wildix bei [www.wildix.com](#).

Dein Projekt Apes
Alles unter einem Schirm

Mit Projekt Apes sollen alle Lösungen von Dell Technologies als On-Demand-Angebote unter einem gemeinsamen Schirm verfügbar werden. Die Management-Plattform dafür wird die neue Cloud Console. Der Start macht im kommenden Jahr Storage as a Service (STaaS), weiltesten.

PLACEMENTS

- Editorial-Ad (630 x 140 pix) or billboard
- 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	1.900,-
Top-Position	Billboard Ad / XL Banner	morning or midday delivery	1.900,-
Medium-Position	Billboard Ad / XL Banner / Text-Ad*	morning or midday delivery	1.400,-
Standard-Position 1 & 2	Billboard Ad / XL Banner / Text-Ad*	morning or midday delivery	1.000,-

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

QUALIFIED LEAD GENERATION



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.

Online Advertorial / Best Practice

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.

- High coverage due to editorial placement
- Maximum acceptance due to editorial look & feel
- Increased attention due to relevant and informative content

Online Advertorial with leadgeneration	Rate	Best Practice/ Online Advertorial	Rate
• banner promotion • single email shot • lead generation (all generated leads incl.) • social media posting package incl. *Please provide a whitepaper (pdf-file) for download	10.500,-	• Teaser on the homepage • Publication in the topic channel "Best Practice" • Publication of your advertorial in the newsletter (sponsored article) • Native ad and social media posting	7.500,-

All rates are quoted in € excl. VAT

Social Media coverage

IT-BUSINESS@twitter with 14.309 follower

IT-BUSINESS@facebook with 8.938 fans

IT-BUSINESS@linkedin with 1.065 members

Status: october 2020

IT-BUSINESS

GESPONSERT

Security-Viererkette macht Endpoints erst sicher

21.07.2020

Sichere Rechner, sicheres Netzwerk: Die Erfolgsformel für malwarefreies Arbeiten in Unternehmen klingt einfach. Die Realisierung erfordert jedoch mehr als nur den Einsatz von Antivirenlösungen. Drei weitere Schutzmaßnahmen gelten bei Experten als zusätzliches Muss.

ESET ermöglicht Malware-freies Arbeiten.
(Bild: Eset)

Manchmal braucht es leider besondere Umstände, die als Initialzündung längst überfällige Veränderungen vorantreiben. Die radikale Umgestaltung der Arbeitswelt im Zuge der Corona-Krise zeigt dies gerade in Bezug auf IT-Sicherheit in eindrucksvoller Weise auf. Seit Jahren empfehlen Security-Experten, den Endpoint besonders stark abzusichern. Außer der Installation einer Antivirenlösung ist oftmals nur wenig passiert - viele Administratoren wählten die Computer in den Firmennäusen gut geschützt durch Firewall und andere Maßnahmen.

Example: ESET

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

- max. 10 whitepaper for choice
- up to 3 months hosting
- support of lead generation via banner advertisement on website
- reporting
- all generated leads inclusive

Rate 10.500,- Euro

All rates are quoted in € excl. VAT

IT-BUSINESS LIVE-CAST

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 LIVE-CAST

- 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
- e-mailing to registered 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

PARTNERSHIP

7.900,–

no discount available

All rates are quoted in € excl. VAT

PODCAST



SOCIAL MEDIA PACKAGE

IT-BUSINESS@twitter with 14.309 follower

IT-BUSINESS@facebook with 8.938 fans

IT-BUSINESS@linkedin with 1.065 members

PODCAST

Your advantages:

- Production at low cost and with little effort for you
- Attention grabbing
- Reach listeners on an emotional level:
 - Greater credibility
 - More personal approach and relationship
 - Stronger bond
- Effective addition to conventional marketing

Take your position with helpful knowledge as an expert in the relevant target group!

OUR SERVICES:

- Production of the podcasts
- Length of the podcast: max. 20 minutes
- Hosting
- Social media promotion

Price 1.500,-
per recording/story

All rates in €, plus VAT



[Listen in right now!](#)

EVENT ADVERTISING

IT-BUSINESS Distri-Award
- Jetzt zur
Umfrage!

Home | Aktuelles | Markt & Trends | Cloud | Technologien | Channel Fokus | Specials | Mediathek | mehr...

Built for IT

solarwinds **SolarWinds Software Germany GmbH** Firma bearbeiten
<https://www.solarwinds.com/de/>
 f t y i n x

ÜBERSICHT 12.11.2020 - 13.11.2020 in Online
NACHRICHTEN
BILDER/VIDEOS
PRODUKTE
VERANSTALTUNGEN
DOWNLOADS
KARRIERECHANCEN
KONTAKT
ÜBER UNS

07.10.2020
 Veranstaltungsort: Online
THWACKcamp 2020 vom 12. - 13. November
 verbindet weltweit Technologieexperten mit
 Branchenexperten und technischen Mitarbeitern
 von SolarWinds.

THWACKcamp ist die kostenlose, jährlich stattfindende, zweitägige virtuelle IT-Lernveranstaltung, die Ihnen von SolarWinds angeboten wird. Im neunten Jahr seines Bestehens bietet das **THWACKcamp** Keynotes, Breakout-Sessions, interaktive Lern-Lounges, fachkundige Produktschulungen, Erfolgsgeschichten von Kunden, Giveaways und vieles mehr.

Kommen Sie mit Tausenden von Technikexperten aus allen Disziplinen, Branchenführern, Produktexperten und SolarWinds-Kunden während einer

Example: SolarWinds Software Germany GmbH

Do you have an event, a trade fair or a special occasion to present 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.

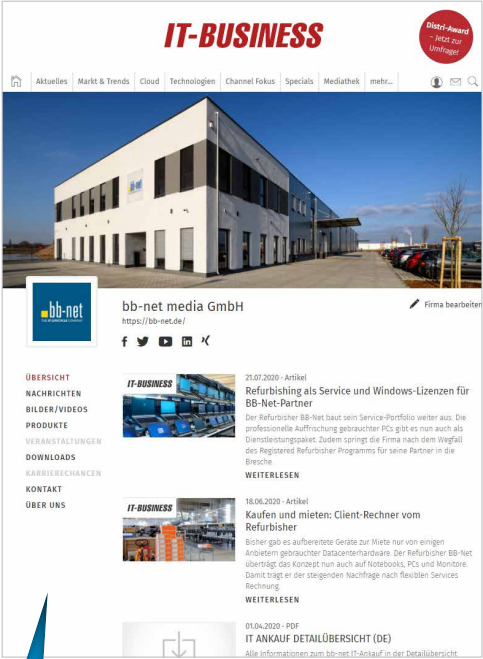
EVENT PACKAGE	RATE
• 2 weeks promotion box - placement on homepage & topic channels • premium event insertion in event calendar - detailed description - link - logo • Premium company microsite (see description on page 31)	3.900,-

All rates are quoted in € excl. VAT

Update via the Customer Center:

Here you can view your data for the premium profile, upload & maintain independently.
<https://customer.vogel.de>

COMPANY-MICROSITE



Example: bb-net media GmbH

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.

PROFILE	SERVICES	PRICE/YEAR
Basic profile	• company address	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,–

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

STAND ALONE MAILING



co branded header

top image with headline
(max. 60 signs)

text

text
(benefits of your product /
solution)

call to action
linking to your website

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!

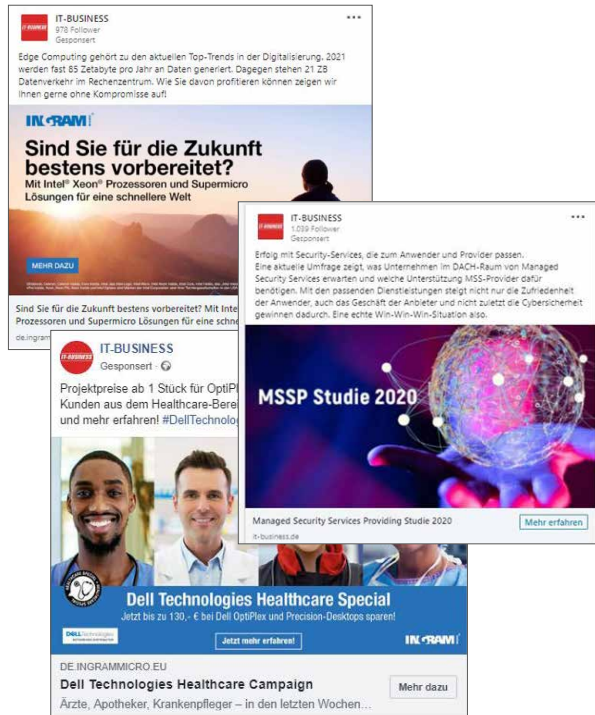
YOUR ADVANTAGES:

- 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* 6.900,-
*6.000 recipients

All rates in €, plus VAT

AUDIENCE TARGETING



Reach B2B users from the IT-BUSINESS network on the Social media channels (Facebook, LinkedIn) and in the google display networks.

- Increased awareness via repeated addressing in the social media channels
- Cross-device playback
- Low waste of contacts, as only users are addressed, who are interested in one specific topic
- Support with the content implementation

PROCEDURE:

1. Users deal with their areas of interest on IT-BUSINESS.de
2. These users in particular see your content / banner on the partner sites of our Google Display Network.
3. This is how you reach exactly your target group.
4. In addition, we support your campaign by placing your advertising (posting) on our social media channels

PLACEMENT & PRICE:

- Google AdWords + social media channels IT-BUSINESS
- Minimum booking volume: 20,000 AI
- Duration: 1 week
- CPM*: € 150

*CPM: Price per 1,000 ad impressions, all prices in EUR plus VAT.

MARKET RESEARCH

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 participants the survey is supported with a promotion package on the corresponding website.



Example: Dropbox market research

ONLINE MARKET RESEARCH

RATE

- 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

WE MATCH PEOPLE & TECHNOLOGY

Please look on our website for more information about our events
www.vogelitakademie.de

VIRTUAL EVENTS

CONFERENCES

SUMMITS

MORE SUCCES FOR YOUR B2B-MARKETING



Vogel IT-Medien GmbH | Max-Josef-Metzger-Str. 21 | D-86157 Augsburg | Telefon 0821 21 77-0 | www.vogel-it.de

IT-BUSINESS

eGovernment
COMPUTING

Healthcare
COMPUTING

 **VOGEL** IT AKADEMIE 



autoFACHMANN

autoKAUFMANN



















blechnet

DeviceMed

ELEKTRONIK
PRAXIS

elektro
technik

FK Fahrzeug+
Karosserie

GEBRAUCHTWAGEN
PRAXIS

IWW
INSTITUT

kfz-betrieb

KFZ
SCHÄDEN
MANAGER

konstruktions
praxis

LABOR
PRAXIS

marconomy
Marketing und Kommunikation in der Wirtschaft

MMLOGISTIK

MM
Management

Pharma**TEC**
Forschung · Technik · Praxis

PROCESS
Güter · Dienstleistungen

Schüttgut