Reach the IT decision makers in companies

One step ahead
The editorial team informs the IT decision makers informatively and exclusively about the most important subjects around big data, cloud computing, software development, data center, networking, security and storage.

Your benefits
The websites offer the IT decision makers an additional benefit, comprehensible and up-to-date. The sites support daily the decision makers, who are in charge of production, procurement or the use of information technology.

Relevance in the market*
With a coverage over more than 1,25 M page impressions, over 800,000 visits and 110,000 newsletter recipients you achieve crossmedial the target group of the IT decision makers in companies, from SMB to enterprise.

Content

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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.


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POINT OF CONTACT FOR EVENTS / VOGEL IT-AKADEMIE
Vogel IT – mediabrands for IT decision makers in the B2B environment
9 Facts & figures

B2B media

- Page impression 1,250,000+/month
- 7 Websites with editorially created content
- 63,000+ Registered users
- Cross industry
- 69,500+ Qualified leads generated in 2021
- 110,000+ Daily newsletter recipients
- IT decision makers
  - Directors / CIOs
  - IT manager, project-/team leader
  - IT professionals / administrators
  - Software Developer
- Social media follower 104,000+
- Offer for awareness
  - USPs Focus and Knowhow on Lead generation and nurturing
  - • Podcast
  - • Display ads
  - • Newsletter advertising
  - • Stand alone mailing
  - • Company’s microsite

Status 11/2021
The userbase

<table>
<thead>
<tr>
<th>Company size (acc. to number of employees)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 – 199 employee</td>
<td>8%</td>
</tr>
<tr>
<td>50 – 99 employee</td>
<td>7%</td>
</tr>
<tr>
<td>20 – 49 employee</td>
<td>7%</td>
</tr>
<tr>
<td>10 – 19 employee</td>
<td>5%</td>
</tr>
<tr>
<td>1 – 9 employee</td>
<td>18%</td>
</tr>
<tr>
<td>200 – 499 employee</td>
<td>10%</td>
</tr>
<tr>
<td>500 – 999 employee</td>
<td>11%</td>
</tr>
<tr>
<td>1.000 – 4.999 employee</td>
<td>12%</td>
</tr>
<tr>
<td>5.000 – 10.000 employee</td>
<td>9%</td>
</tr>
<tr>
<td>&gt; 10.000 employee</td>
<td>13%</td>
</tr>
</tbody>
</table>

The userbase

Position in the company
– IT responsibility

17%
managing director / executive board

24%
head of department / division manager

19%
project- / team leader

38%
IT manager, professional/ administrator

2%
other

The userbase

Market sectors (percentage share)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public sector</td>
<td>8.0%</td>
</tr>
<tr>
<td>Education, science, culture, sport, entertainment</td>
<td>6.9%</td>
</tr>
<tr>
<td>Electro technics</td>
<td>6.6%</td>
</tr>
<tr>
<td>Automobile industry / vehicle construction / subcontractors</td>
<td>6.3%</td>
</tr>
<tr>
<td>Healthcare / medical technology</td>
<td>5.7%</td>
</tr>
<tr>
<td>Chemical industry / Pharmaceutical industry</td>
<td>4.8%</td>
</tr>
<tr>
<td>Steel- and metal industry</td>
<td>4.8%</td>
</tr>
<tr>
<td>Cloud / Managed Service Provider / data center</td>
<td>3.7%</td>
</tr>
<tr>
<td>Main contract work / finishing trade</td>
<td>3.4%</td>
</tr>
<tr>
<td>Media</td>
<td>2.0%</td>
</tr>
<tr>
<td>Banks / finance &amp; insurance companies</td>
<td>7.1%</td>
</tr>
<tr>
<td>Information technology</td>
<td>6.8%</td>
</tr>
<tr>
<td>Sale / wholesale / retail</td>
<td>4.4%</td>
</tr>
<tr>
<td>Energy industry / water industry</td>
<td>5.9%</td>
</tr>
<tr>
<td>Engineering</td>
<td>5.6%</td>
</tr>
<tr>
<td>Consulting / Services</td>
<td>4.8%</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>3.5%</td>
</tr>
<tr>
<td>Automation technology</td>
<td>2.8%</td>
</tr>
<tr>
<td>Media</td>
<td>1.0%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

TOPICS

• Analytics
• Best practices
• Data sourcing (metering, „Internet of Things“)
• Smart Factory
• Infrastructure (Hadoop & co., hardware)
• Artificial intelligence
• Law & security

(legal aspects, data protection, data security)
TOPICS

• Business apps
• Cloud services
• Cloud strategy
• Cloud-native development
• CRM & ERP
• Development and trends
• SaaS, IaaS, PaaS
• Standards & certification
TOPICS

• Co-Location, managed services, hybrid, multi, and private cloud, outsourcing

• Data center management, -monitoring, -audits, -construction, -operation and cost

• Infrastructure, cooling, energy efficiency, security network, electricity, standards

• Software, hardware, services

• Trends & technology – virtualization, container, automation, IoT, open source, artificial intelligence, cloud, edge

• VDI, SDDC, SDI, HCI, serverless and unikernel, High Performance and High Availability
TOPICS
• App and Software Development
• Cloud Native Development
• DevOps and DevSecOps
• Microservice Observability
• Programming interfaces
• Software Project Management
• Toolchain and Open Source
• User Experience and UI Design
TOPICS

- Digital workplace
- Enterprise mobility
- Unified communications & collaboration
- Wide Area Networking / SD-WAN
- Software-defined networking
- Wireless LAN & 5G
- Network functions virtualization
- Routing & switching

- Network administration
- Network infrastructure
- Network monitoring
- Network management
- Network planning & design
- Remote access & VPN
- IPv6
TOPICS

- Authentication
- Cloud security
- Cyber threats
- Data protection
- Digital Identities
- IT compliance
- AI and Security Automation
- Key management
- Cryptography
- Mobile security
- Security as a Service
- Safety for Industry 4.0 and IoT
- Single sign-on
TOPICS

- Archiving
- Backup & Restore
- Cloud storage
- Container storage
- Data management
- Disaster Recovery
- File systems
- Flash Storage & NVMe
- High speed storage
- Hyper-Converged Storage

- Object Storage
- Software-defined Storage & virtualization
- Storage hardware and software
- Storage management
- Storage networks
- Storage-as-a-Service
- Storage tiers
Lead generation is the skill to use the right bait, in the right waters to the most appropriate time. We offer you target group access and will be happy to advise you regarding your content and the appropriate placement.

**WHITEPAPER**
In our whitepaper database we publish your technical papers with high solution potential and utility for our readers: e.g. technology studies, market studies, trend analysis, case studies, infrastructure concepts, best practices, checklists, hints & tricks etc.

**LIVE WEBINAR**
With a live webinar you reach the IT decision makers directly and live on their workplace.

See page 21 for further information.

**EBOOKS (EDITORIAL)**
Our editorial eBooks bundle specialized information to a chosen top topic. They serve the reader as guidebook and checklist for decision making.

See page 23 for further information.
Lead generation – whitepaper

On Vogel’s IT decision makers’ online services, whitepaper and webinars are important tools to generate high quality leads. We are pleased to support you during creation of whitepaper.

Premium package
• extensive marketing campaign*
• accompanying promotional activities*
  - banner ads
  - stand alone mailing
  - newsletter sponsoring
• weekly reporting

* Use according to campaign goals

General tip:
The more neutral, technical and less sales oriented your contents 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 oriented and technically competent supplier of solutions.
Lead generation – exclusive live webinar

With a live webinar you reach the IT decision makers directly and live in their workplace. A big plus is the direct feedback from the audience.

LIVE WEBINAR
- duration of conference: approx. 1 hour
- possibility of a live demo

SERVICES
- detailed briefing of your specialized speaker
- Introduction and presentation of your topic by an editor
- integration of a survey in your presentation incl. reporting
- guided Q&A
- detailed participant report
- incl. recording and licence for own use

EXTENSIVE PROMOTION
- on the website and in the newsletter
- email invitation to registered users
- reminder email before the conference begins
- social media announcement

Price 11,750
All rates are quoted in € excl. VAT
A customized eBook provides you the chance to present your chosen topic to the reader.

**YOUR ADVANTAGES:**
- exclusive assignment to an important topic
- thought leadership
- lead generation

**CUSTOMIZED EBOOK SPONSORING PACKAGE**
- volume: 12–16 pages (DIN A4)
- magazin layout
- text and production via publishing house
- look & feel from Insider website

**SERVICES:**
- content and structure in agreement with your company
- logo embedding on cover page „powered by“
- 2 pages: embedding of a case study or an interview
- 80 leads (all industries, all company size)
- extensive marketing package
- use license (in D-A-CH)

**Price 12,900**

incl. licence to use

All rates are quoted in € excl. VAT
Lead generation – editorial eBooks

Become a sponsor of our editorial eBooks (topics on the following pages).

Your advantages:
✓ exclusive assignment to an important topic
✓ thought leadership
✓ lead generation

Editorial eBook sponsoring package
• volume: 12–16 pages (DIN A4)
• magazin layout
• text and production via publishing house
• look & feel of IT decision makers portal

SPONSORING BENEFITS
✓ logo embedding on cover page „powered by”
✓ 2 pages: embedding of a case study or an interview
✓ 80 leads (all industries, all company size)
✓ extensive marketing package
✓ License to use (in D-A-CH)

Price 11,500
incl. licence to use
All rates are quoted in € excl. VAT
# Editorial eBooks - topics and publication schedule

## BIGDATA INSIDER

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>IoT Compliance</td>
<td>24.02</td>
</tr>
<tr>
<td>Regulation of AI</td>
<td>27.04</td>
</tr>
<tr>
<td>Data Literacy</td>
<td>30.06</td>
</tr>
<tr>
<td>Data Preparation</td>
<td>15.09</td>
</tr>
<tr>
<td>Healthcare and Big Data</td>
<td>13.10</td>
</tr>
<tr>
<td>Analytics in smart manufacturing</td>
<td>24.11</td>
</tr>
</tbody>
</table>

## DATA CENTER INSIDER

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sovereignty and cost calculation: How much open source may it be?</td>
<td>08.02</td>
</tr>
<tr>
<td>Hyper, hyper: New dimensions of integration</td>
<td>08.03</td>
</tr>
<tr>
<td>Pulling strings: Cables and cable management in the data centre</td>
<td>03.05</td>
</tr>
<tr>
<td>Here and there: data centres in hybrid operation</td>
<td>01.06</td>
</tr>
<tr>
<td>What is happening in terms of sustainability? New concepts for data centre IT and construction and operation</td>
<td>12.07</td>
</tr>
<tr>
<td>With security: tools, techniques and top management</td>
<td>11.10</td>
</tr>
</tbody>
</table>

## CLOUD COMPUTING INSIDER

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Cloud Computing: What cloud services do for climate protection</td>
<td>27.01</td>
</tr>
<tr>
<td>Cloud Risk Management: Dealing with cloud risks properly</td>
<td>21.04</td>
</tr>
<tr>
<td>Cloud workload migration: Migrating local workloads to the cloud</td>
<td>23.06</td>
</tr>
<tr>
<td>The sovereign cloud: is it tangible or just a dream?</td>
<td>08.09</td>
</tr>
<tr>
<td>Open Source Cloud: Where the adoption of open source applications pays off</td>
<td>13.10</td>
</tr>
<tr>
<td>Cloud Automation and Cloud Management: Automation in AWS, Azure and Google</td>
<td>24.11</td>
</tr>
</tbody>
</table>

## DEV INSIDER

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessible Software</td>
<td>23.02</td>
</tr>
<tr>
<td>Open Source Tools</td>
<td>27.04</td>
</tr>
<tr>
<td>Observability for Microservices</td>
<td>22.06</td>
</tr>
<tr>
<td>Getting started with Python</td>
<td>25.08</td>
</tr>
<tr>
<td>Shift-left Testing</td>
<td>26.10</td>
</tr>
<tr>
<td>Microcontroller Programming</td>
<td>21.12</td>
</tr>
</tbody>
</table>

Topics and dates may be subject to change during the year. For up-to-date information please contact the sales department.
## Editorial eBooks - topics and publication schedule

### Security Insider

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
</table>
| Security for IT and OT                                     | 07.02.
| Security Awareness                                         | 14.03.
| Risk: Supply chain attacks                                 | 11.04.
| EDR / XDR                                                  | 16.05.
| SASE                                                       | 06.06.
| Password-free authentication                               | 04.07.
| Zero trust                                                 | 12.09.
| Threat trend 2023                                          | 07.11.

### Storage Insider

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
</table>
| MDM and EMM become UEM: focus on Unified Endpoint Management| 07.03.
| Virtual desktop infrastructure in practice                 | 03.05.
| Remote management                                          | 14.06.
| Network automation for SMBs                                | 14.07.
| Edge computing in practice                                 | 11.10.
| Domain Networking for Beginners                            | 22.11.

### Topics and dates may be subject to change during the year.
For up-to-date information please contact the sales department.
Content marketing – online advertorial

High reach through editorial environment.

YOUR ADVANTAGES:
• greatest possible acceptance by editorial look & feel
• increased attention by relevant and informative content
• thought leadership

MARKETING PACKAGE
• homepage teaser
• publishing in the editorial newsletter
• newsletter sponsoring for one week
• banner & social media package (25,000 impression)

Price 8,500
All rates are quoted in € excl. VAT
Content hub

A content hub is an individual topic channel, that you can customize to your demands.

CONTENT HUB – PREMIUM:
• exclusive sponsoring package (banner & logo)
• individual content – potential components:
  - expert articles
  - advertorials
  - news
  - interviews
  - product reviews
• download area:
  - whitepaper
  - webinar
  - pdf

Rate on request
minimum duration of 6 months
MORE REACH FOR YOUR INFORMATION
Do you want ...
... to feature your events and roadshows?
... to distribute your press-release?
... to enhance your social media activities?
... to present your company multimedia-based and interactive?
... to show continuous presence on our homepage
... a teaser in articles with your given keywords?

... that all with little effort?

Then present yourself as a solution provider through a dynamic company profile.

**Dynamic company profile**

<table>
<thead>
<tr>
<th>price / year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,500 per website</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>service option: profile-care</th>
</tr>
</thead>
<tbody>
<tr>
<td>on request</td>
</tr>
</tbody>
</table>

All rates are quoted in € excl. VAT
Stand alone mailing

We send your promotional emails to the exclusive selected email database of IT Insider media in D A CH.

**BASIC SELECTION (IT)**
Cost per mille (CPM) € 300
per further selection + € 100
(max. 2 criteria)
Booking volume at least 3,900 net

All rates are quoted in € excl. VAT

**SELECTION OPTIONS ARE:**
- industry
- company size
- function / position in company
- country and area code
- portal
With up to date news, articles & background information does your advertising message reach the user in the relevant context.

**SPECIFICATIONS – BILLBOARD AD:**
- Size: 630 x 250 px

**SPECIFICATIONS – TEXT AD:**
- Size picture: 300 x 300 px
- Text segmentation:
  - Overline (max. 60 characters*)
  - Headline (max. 60 characters*)
  - Text (max. 300 characters*)
  * incl. blanks
- Link (url)

Max. file size: 49 KB
Media formats: gif (not animated), jpg, PNG

• Conditions apply per portal and newsletter. Bookings per week only.

### Portal Pricing

<table>
<thead>
<tr>
<th>Portal</th>
<th>BigData-Insider</th>
<th>CloudComputing-Insider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dev-Insider, IP-Insider, Storage-Insider</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Security-Insider</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Position 1 | 1,950 | 2,950 |
| Position 2 | 1,750 | 2,450 |

All rates are quoted in € excl. VAT
DISPLAY-ADVERTISING

ROS – RUN OF SITE:
Ad appears only on the chosen website.

RON – RUN OF NETWORK:
Ad appears on our whole network.

INSIDER PORTALS
- BigData-Insider
- CloudComputing-Insider
- DataCenter-Insider
- Dev-Insider
- IP-Insider
- Security-Insider
- Storage-Insider

MEDIA FORMATS
- html5
- gif
- jpg
- png
- Rich Media

MAX. FILESIZE:
- 49 KB per element

EXCLUSIVE PLACEMENTS and
SPECIAL FORMATS on request!

Our banner advertising follows the recommended standards of the Coalition for Better Ads. Our readers benefit from this through easy-reading experience on our pages and our customers benefit by advertising on banner placements, which are better perceived to achieve a sustainable effect.
Keyword- / context advertising

Place your banner without coverage loss across all industries in the entire Vogel Communications Group network:

- Manufacturing
- Automotive & mobility
- Engineering
- Electronics
- Health care
- Marketing & Sales
- Logistics & transport
- IT
- Public sector
- Legal, economics, tax

For conditions please see banner rates (ROS) on page 31
Podcast - „Insider Research im Gespräch“

YOUR ADVANTAGES:
• production at low cost and with little effort for you
• attention-grabbing
• reach listeners on an emotional level:
  - higher credibility
  - more personal access and relationship
  - stronger bond
• effective supplement to conventional marketing

Position yourself as an expert with helpful knowledge in the relevant target group

OUR SERVICE
• production of the podcast
• presenter / speaker: Oliver Schonschek
• length of podcast: maximum of 20 minutes
• hosting
• social media package with 10,000 Impressions

Rate: 2,500
All rates are quoted in € excl. VAT
Deep Dive

The DEEP DIVE is a technically in-depth look at your solution. From technicians for technicians!

YOUR SERVICES
• video production
  - recording as a web session (Zoom)
  - structuring and splitting into several chapters with a playlist
  - production as a YouTube video
• moderation / presentation
  - professional co-presentation by an IT expert
• publication
  - article about the DEEP DIVE on an insider portal
• newsletter
  - integration and application through our newsletter (1week)
• social media
  - banner and social media package with 20,000 impressions
• video usage
  - embedding the YouTube link

YOUR BENEFITS
• focus on high-end target group
• low barrier for potential customers
• consolidation of user knowledge
• high acceptance through editorial placement
• presence on the respective website & YouTube channel
• multimedia preparation

Rate: 5,900
All rates are quoted in € excl. VAT
Printed guides 2022 - new perspectives

Profound background information, thoroughly investigated facts and practice oriented case studies turn our guides into the essential information source for IT decision makers. The right place to convince your new and existing customers from your solutions, products and expertise.

YOUR PARTICIPATION

<table>
<thead>
<tr>
<th></th>
<th>4 PAGES</th>
<th>2 PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content package (individually selectable): Prof. article, case study, interview, product review</td>
<td>4,600</td>
<td>3,000</td>
</tr>
<tr>
<td>1 advertisement inner part</td>
<td>1,800</td>
<td></td>
</tr>
<tr>
<td>1 advertisement cover</td>
<td>2,300</td>
<td></td>
</tr>
</tbody>
</table>

All rates quoted in €, excl. VAT
DP = date of publication / DDP = delivery date for printing data / Subject to modifications

DATA AND FACTS:
• 56 pages
• print run: 5,000 pcs.
• Format: DIN A5 (148 x 210 mm)
• Circulation:
  - Distribution to the registered users
  - Online: download opportunity for existing readers / users
  - Print: additional free order opportunity (postal) for new users
  - Events and trade fairs

SPECIFICATIONS:
• 4 pages ca. 8,700 characters incl. blanks + 2 pictures
• 2 pages ca. 4,800 characters incl. blanks + 1 picture
• Advertisement 148 x 210 mm + 3 mm trim

TOPICS | TITLE | DP | DDP
---|---|---|---
Datacenter & Virtualization | Open-heart surgery: Modernisation in the data centre | 20.09. | 26.08.
Security | IT- Security 2023 | 17.10. | 22.09.
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