VOGEL IT MEDIEN

MEDIAPACK

IT-PROFESSIONALS / B2B

🇩🇪 🇨🇭 🇦🇹 2022

BIGDATA INSIDER   CLOUDCOMPUTING INSIDER   DATACENTER INSIDER   DEV INSIDER   IP INSIDER   SECURITY INSIDER   STORAGE INSIDER
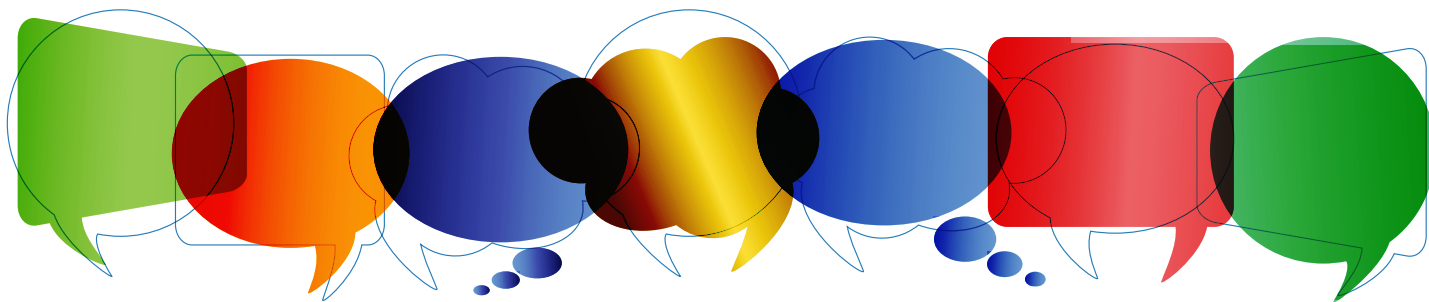
Reach the IT decision makers in companies

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 achive crossmedial the target group of the IT decision makers in companies, from SMB to enterprise.

* Source: IVW 11/2021; registered user database from BigData-Insider, CloudComputing-Insider, DataCenter-Insider, Dev-Insider,
   IP-Insider, Security-Insider and Storage-Insider

Content

Publisher's imprint

Vogel IT-Medien GmbH,
Augsburg is a wholly owned subsidary 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 publis-
her also offers a wide ranging portfolio of
events.

The most important publisher's offers are
IT-BUSINESS, eGovernment Computing,
BigData-Insider, CloudComputing-Insider,
DataCenter-Insider, Dev-Insider, IP-Insider,
Security-Insider and Storage-Insider.

Memberships Informationsgemeinschaft
zur Feststellung der Verbreitung von
Werbeträgern e.V.

Linked in.   twitter   XING   FACEBOOK

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Vogel IT – mediabrands for IT decision makers in the B2B environment

Channel

Public Sector

IT decision makers in companies

BIGDATA INSIDER

CLOUDCOMPUTING INSIDER

DATACENTER INSIDER

DEV INSIDER

IP INSIDER

SECURITY INSIDER

STORAGE INSIDER
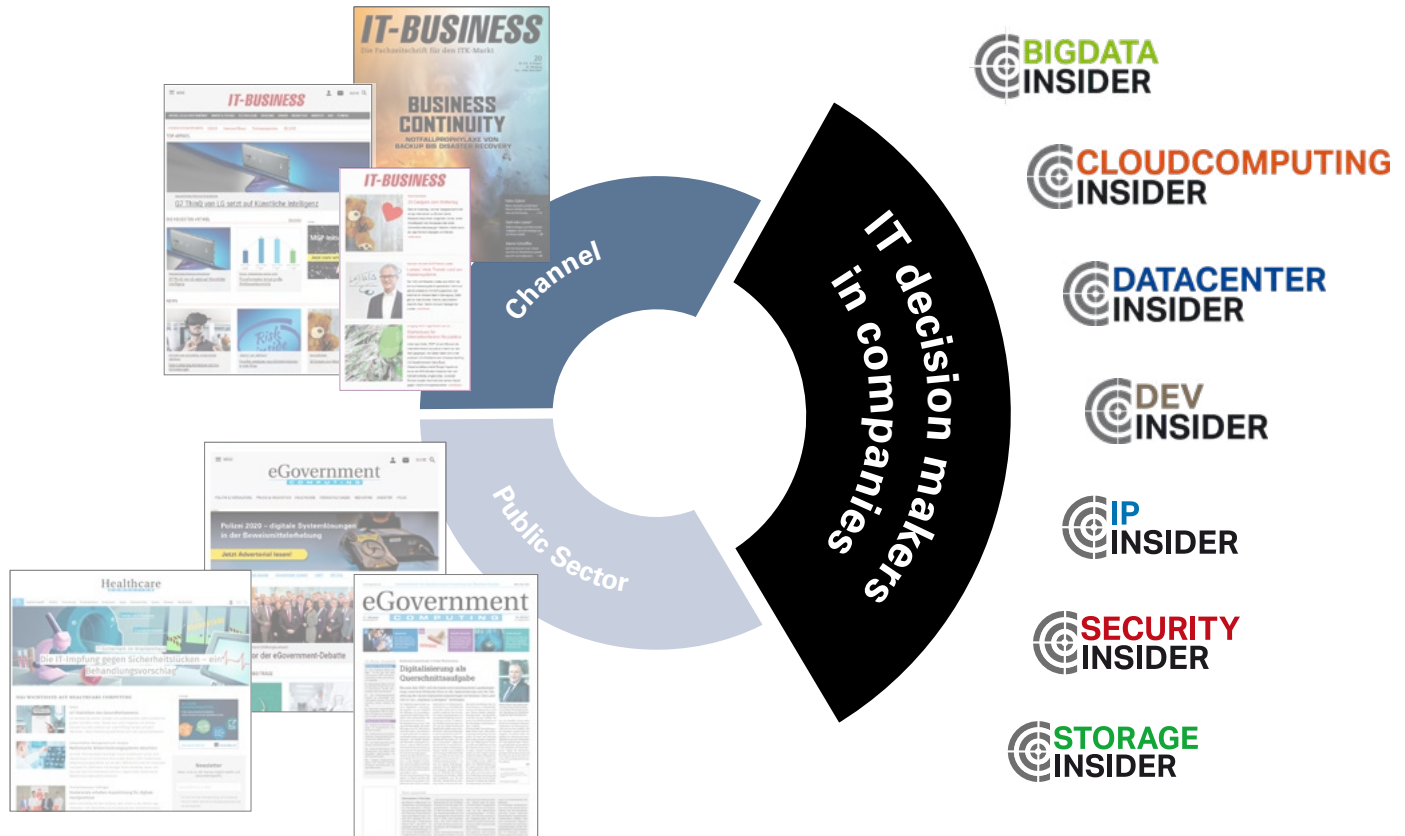
IT decision makers
- Directors / CIOs
- IT manager, project- / team leader
- IT professionals / administrators
- Software Developer

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

Social media follower 104,000+
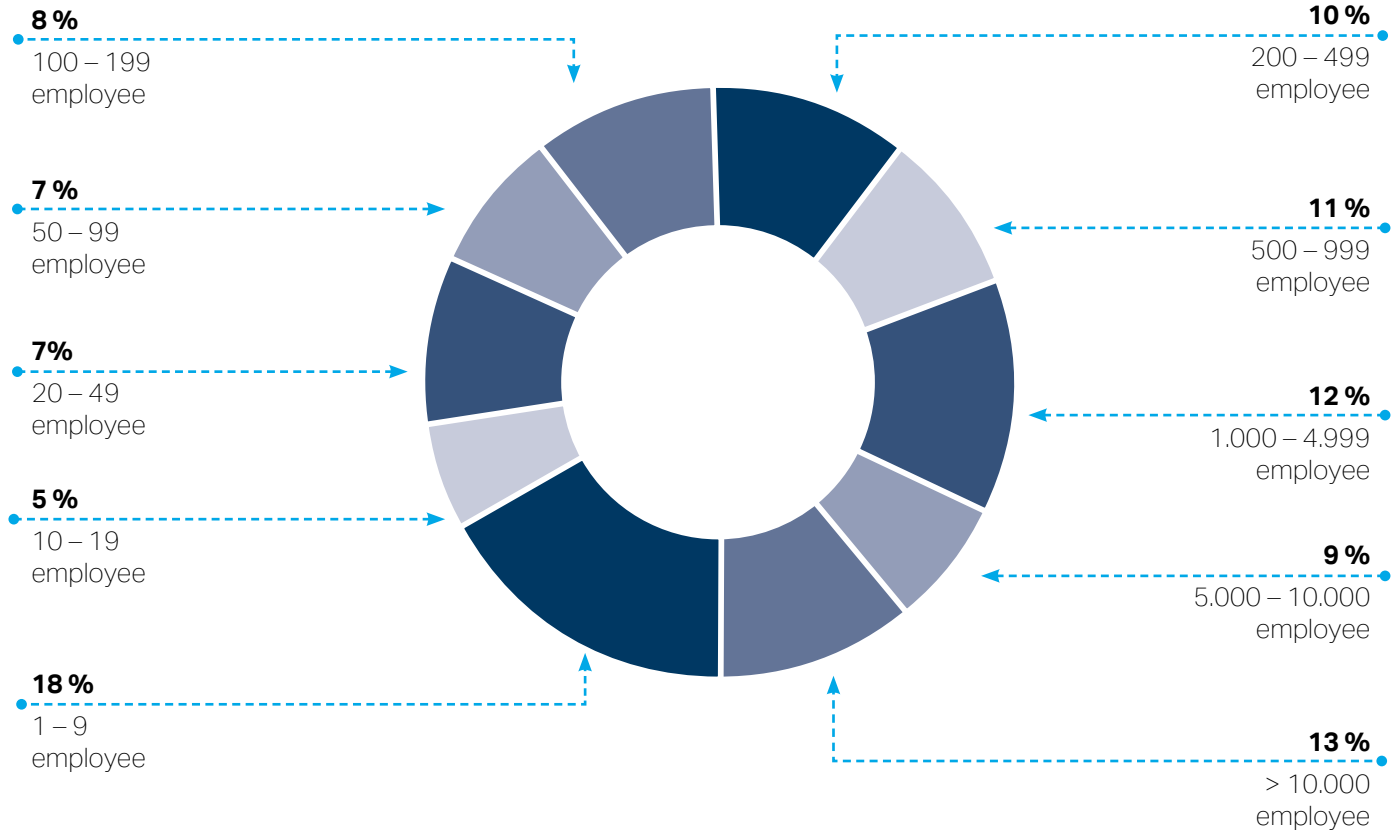
Offer for awareness

USPs Focus and Knowhow on Lead generation and nurturing

- Podcast
- Display ads
- Newsletter advertising
- Stand alone mailing
- Company's microsite

9 Facts & figures

Source: Registered user database from BigData-Insider, CloudComputing-Insider, DataCenter-Insider, Dev-Insider, IP-Insider, Security-Insider and Storage-Insider. Status 11/2021

The userbase | Company size
(acc. to number of employees)

8 %
100 – 199
employee

7 %
50 – 99
employee

7%
20 – 49
employee

5 %
10 – 19
employee

18 %
1 – 9
employee

10 %
200 – 499
employee

11 %
500 – 999
employee

12 %
1.000 – 4.999
employee

9 %
5.000 – 10.000
employee

13 %
> 10.000
employee

The userbase

17 %

managing director /
executive board

24 %

head of department /
division manager

19 %

project- /
team leader

38 %

IT manager, professional/
administrator

2 %

other
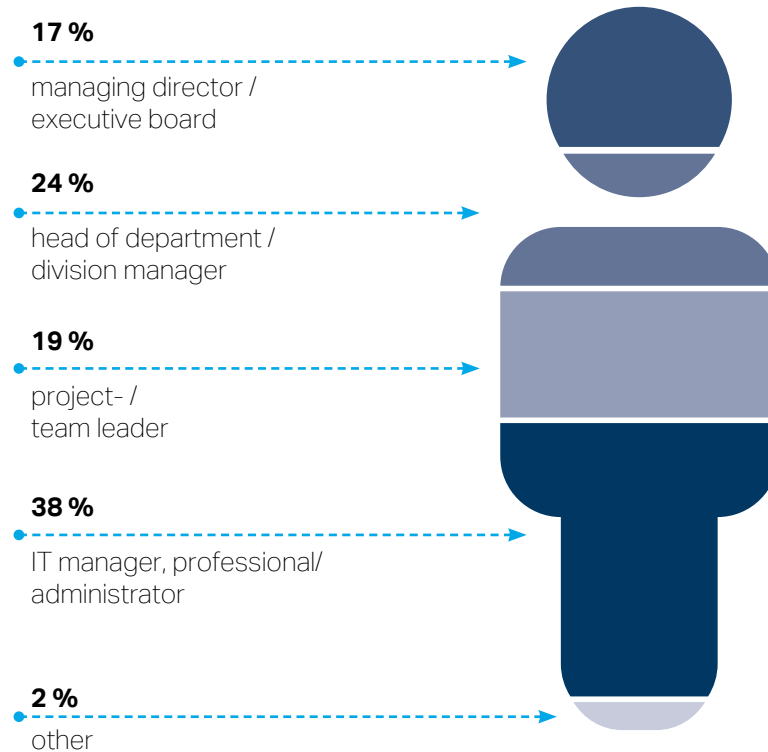
The userbase | Market sectors (percentage share)

8,0 % Public sector	**7,1 %** Banks / finance & insurance companies
6,9 % Education, science, culture, sport, entertainment	**6,8 %** Information technology
6,6 % Electro technics	**6,4 %** Sale / wholesale / retail
6,3 % Automobile industry / vehicle construction / subcontractors	**5,9 %** Energy industry / water industry
5,7 % Healthcare / medical technology	**5,6 %** Engineering
4,8 % Chemical industry / Pharmaceutical industry	**4,8 %** Consulting / Services
4,8 % Steel- and metal industry	**3,9 %** Transport & logistics
3,7 % Cloud / Managed Service Provider / data center	**3,5 %** Telecommunication
3,4 % Main contract work / finishing trade	**2,8 %** Automation technology
2,0 % Media	**1,0 %** Other

BIGDATA INSIDER

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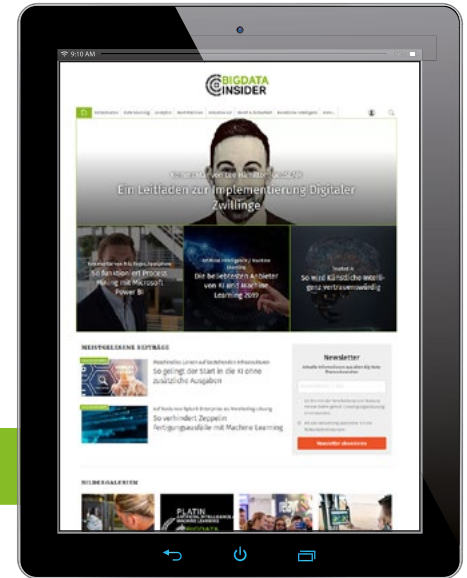
TOPICS

• 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)

CLOUDCOMPUTING
INSIDER

Social Networks   Newsletter

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Editorial eBooks
themes and
publication plan 2022

TOPICS

• Business apps

• Cloud services

• Cloud strategy

• Cloud-native development

• CRM & ERP

• Development and trends

• SaaS, IaaS, PaaS

• Standards & certification

DATACENTER INSIDER

Social Networks   Newsletter

Ulrike Ostler
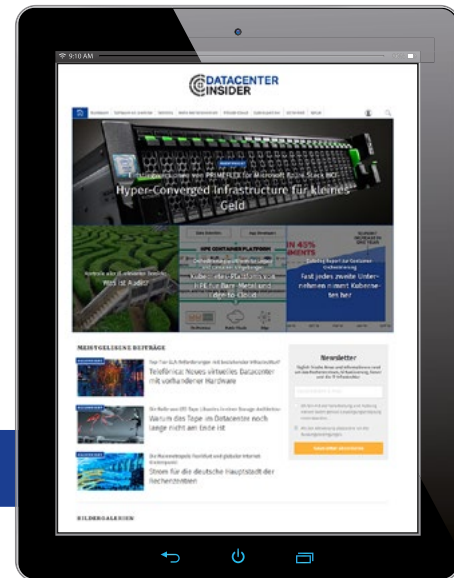EDITOR IN CHIEF

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Editorial eBooks
themes and
publication plan 2022

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

DEV INSIDER

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Editorial eBooks
themes and
publication plan 2022

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

IP INSIDER

Social Networks   **Newsletter**

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Editorial eBooks
themes and
publication plan 2022

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

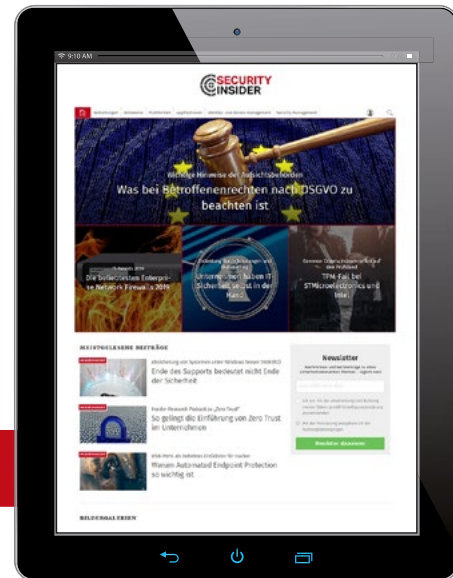# SECURITY INSIDER

Editorial eBooks
themes and
publication plan 2022

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

STORAGE INSIDER

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Editorial eBooks
themes and
publication plan 2022

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

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.

Leads of your campaign will already have dealt with your products and services. This is ensured by addressing your leads based on content via Whitepaper or Live-Webinar.

Whitepaper or Live-Webinar

packed content → registration → released content

qualified leads

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.

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

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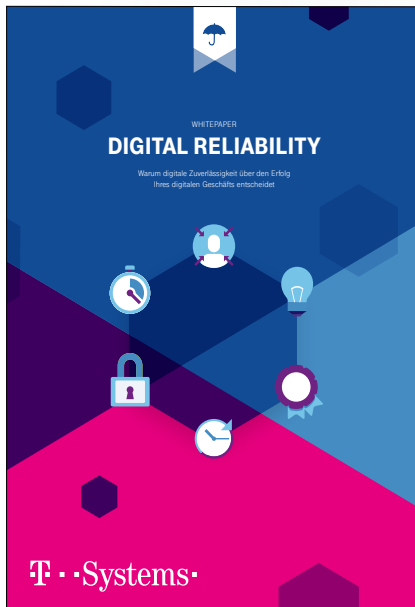
Premium package
- extensive marketing campaign*
- accompanying promotional activities*
- banner ads
- stand alone mailing
- newsletter sponsoring
- weekly reporting

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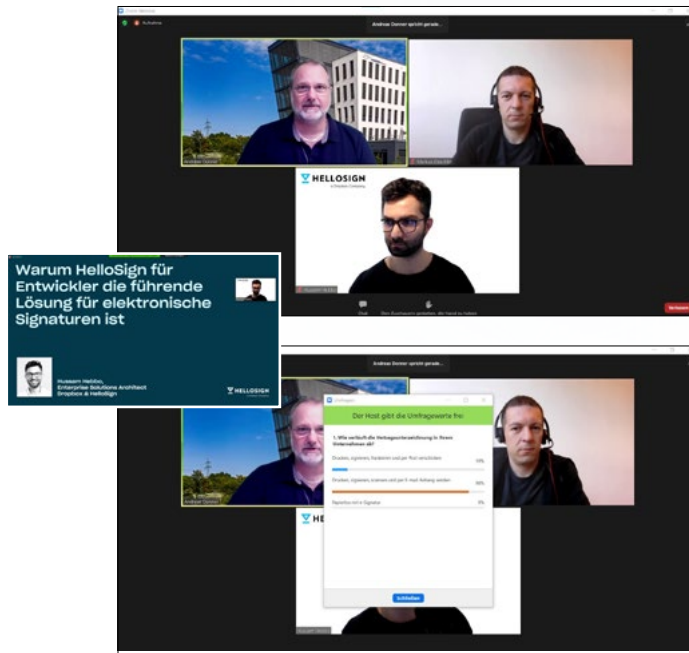
LIVE WEBINAR
• duration of conference: approx. 1 hour
• possibility of a live demo

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

Lead generation – customized eBooks

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

	DP (d/m)
IoT Compliance	24.02.
Regulation of AI	27.04.
Data Literacy	30.06.
Data Preparation	15.09.
Healthcare and Big Data	13.10.
Analytics in smart manufacturing	24.11.

CLOUDCOMPUTING INSIDER

	DP (d/m)
Green Cloud Computing: What cloud services do for climate protection	27.01.
Cloud Risk Management: Dealing with cloud risks properly	21.04.
Cloud workload migration: Migrating local workloads to the cloud	23.06.
The sovereign cloud: is it tangible or just a dream?	08.09.
Open Source Cloud: Where the adoption of open source applications pays off	13.10.
Cloud Automation and Cloud Management: Automation in AWS, Azure and Google	24.11.

DATACENTER INSIDER

	DP (d/m)
Sovereignty and cost calculation: How much open source may it be?	08.02.
Hyper, hyper: New dimensions of integration	08.03.
Pulling strings: Cables and cable management in the data centre	03.05.
Here and there: data centres in hybrid operation	01.06.
What is happening in terms of sustainability? New concepts for data centre IT and construction and operation	12.07.
With security: tools, techniques and top management	11.10.

DEV INSIDER

	DP (d/m)
Accessible Software	23.02.
Open Source Tools	27.04.
Observability for Microservices	22.06.
Getting started with Python	25.08.
Shift-left Testing	26.10.
Microcontroller Programming	21.12.

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

	DP (d/m)
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

	DP (d/m)
Disaster recovery - concepts for the data emergency	02.02.
Cloud storage or NAS - where to put the data?	06.04.
All data under control - the path to suitable data management	11.05.
Store - and delete - data in compliance with the GDPR	08.06.
Optimum protection - the right hardware for backup	14.09.
Data migration - how the storage move works	09.11.

IP INSIDER

	DP (d/m)
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.

Content marketing – online advertorial

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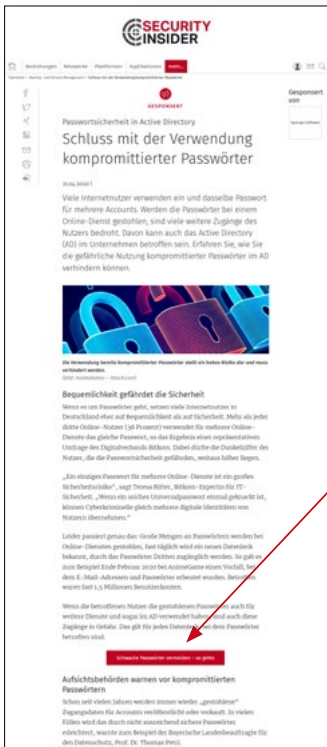
YOUR ADVANTAGES:
• greatest possible acceptance by editorial look & feel
• increased attention by relevant and informative content
• thought leadership

Schwache Passwörter vermeiden - so geht's

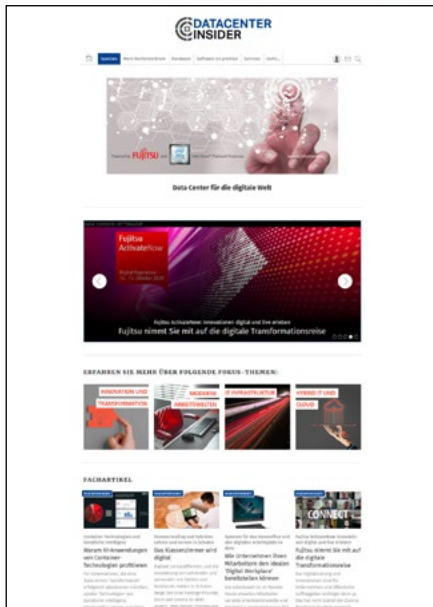Call-to-Action-Button

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

Dynamic company profile

Each new activity creates a text ad on the homepage!

MORE REACH FOR YOUR INFORMATION

Do you want …

… to feature your events and roadshows?

… to distribute your press-releases?

… to enhance your social media activitis?

… 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	price / year
12 months	2,500 per website
service option: profile-care	on request

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

Newsletter advertising

With up to date news, articles & background information does your advertising message reach the user in the relevant context.

Billboard Ad Position 1

Text Ad Position 2

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

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*)
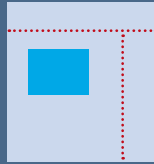   * incl. blanks
  • Link (url)

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

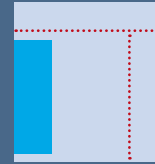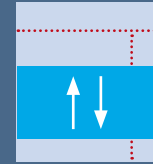| Portal	1 week per portal	
	BigData-Insider Dev-Insider, IP-Insider Storage-Insider	CloudComputing- Insider DataCenter-Insider Security-Insider
Position 1	1,950	2,950
Position 2	1,750	2,450

All rates are quoted in € excl. VAT
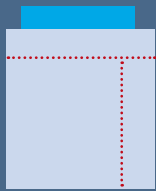
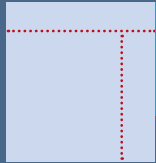**LEADERBOARD**
(728 x 90 px)
Standard
CPM 125

CONTENT AD
(300 x 250 px)
Rectangle / MPU
CPM 155

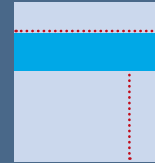**HALF PAGE AD**
(300 x 600 px)
Page Ad
CPM 195

SCROLL AD
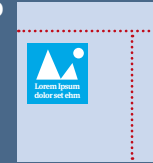(960 x 600 px)
only *jpg & *gif
**appears only on
article pages**
CPM 250

SKYSCRAPER
(160 x 600 px)
Standard
CPM 125

WALLPAPER
(Top 728 x 90 px
right 160 x 600 px)
CPM 220

BILLBOARD AD
(960 x 250 px)
CPM 220

NATIVE AD
(300 x 300 px)
CPM 155

Lorem Ipsum
dolor set ehm

DISPLAY-ADVERTISING

* CPM = Cost per mille. All rates are quoted in € excl. VAT

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

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.

MAX. FILESIZE:

• 49 KB per element

EXCLUSIVE PLACEMENTS
and

SPECIAL FORMATS
on request!

Keyword- / context advertising

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

EXAMPLE:
KEYWORD

„IOT"

- Manufacturing
- Automotive & mobility
- Engineering
- Electronics
- Health care
- Marketing & Sales
- Logistics & transport
- IT
- Public sector
- Legal, econonomics, 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
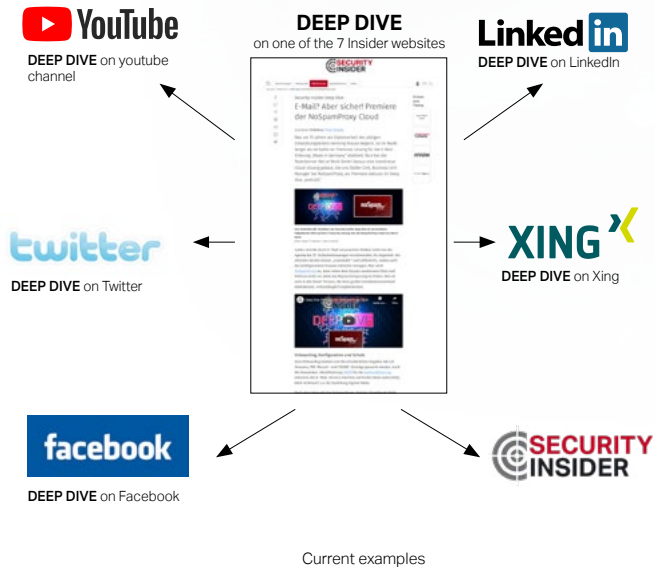
OUR SERVICE
▪ production of the podcast
▪ presenter / speaker: Oliver Schonschek
▪ length of podcast: maximum of 20 minutes
▪ hosting
▪ social media package with 10,000 Impressions

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!

DEEP DIVE on youtube channel

DEEP DIVE
on one of the 7 Insider websites

DEEP DIVE on LinkedIn

DEEP DIVE on Twitter

DEEP DIVE on Xing

DEEP DIVE on Facebook

Current examples

➔ Mit Boxcryptor Cloudspeicher für Teams verschlüsseln
➔ Multi Cloud Services Management mit Fujitsu FCSM
➔ E-Mail? Aber sicher! Premiere der NoSpamProxy Cloud

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 (1 week)
- 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	4 PAGES	2 PAGES
Content package (individually selectable): Prof. article, case study, interview, product review	4,600	3,000
1 advertisement inner part	1,800	
1 advertisement cover	2,300	

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

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.
Storage	Data and storage management - how to keep an overview despite exploding data volumes	16.11.	02.11.

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

Market research

YOU LIKE TO KNOW …
… how markets are changing?
… which topics are from interest for your customers?
… what your target group thinks?
… what your target group is buying? Now and in future.
… 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 re-search tool about their products, solutions and services. To reach a repre-sentative 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

Rate: 12,500
All rates quoted in €, excl. VAT

Excerpt of our references

MORE SUCCESS FOR YOUR
B2B-MARKETING

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