

2022  
MEDIAPACK

**IT-BUSINESS**

www.it-business.de

**IT-BUSINESS**  
Die Fachzeitschrift für den ITK-Markt

31. Jahrgang  
€ 6,- ISSN 1864-0907

**30** JAHRE  
**IT-BUSINESS**

WILLKOMMEN IN DER ZUKUNFT -  
GEMEINSAM DURCHSTARTEN!



# 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.

Linked in **twitter** **XING<sup>X</sup>** FACEBOOK Instagram



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Commerzbank AG  
IBAN: DE37 7908 0052 0309 7717 00

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Publishing schedule	every two weeks
Day of publication	Monday
Printed circulation	24.383 Ex. (IVW QII/2021)
Distributed circulation	42.096 Ex. from that 17.986 ePaper (IVW QI/2021)
Area of circulation	Germany
Internet	<a href="http://www.it-business.de">www.it-business.de</a>
ISSN	1864-0907

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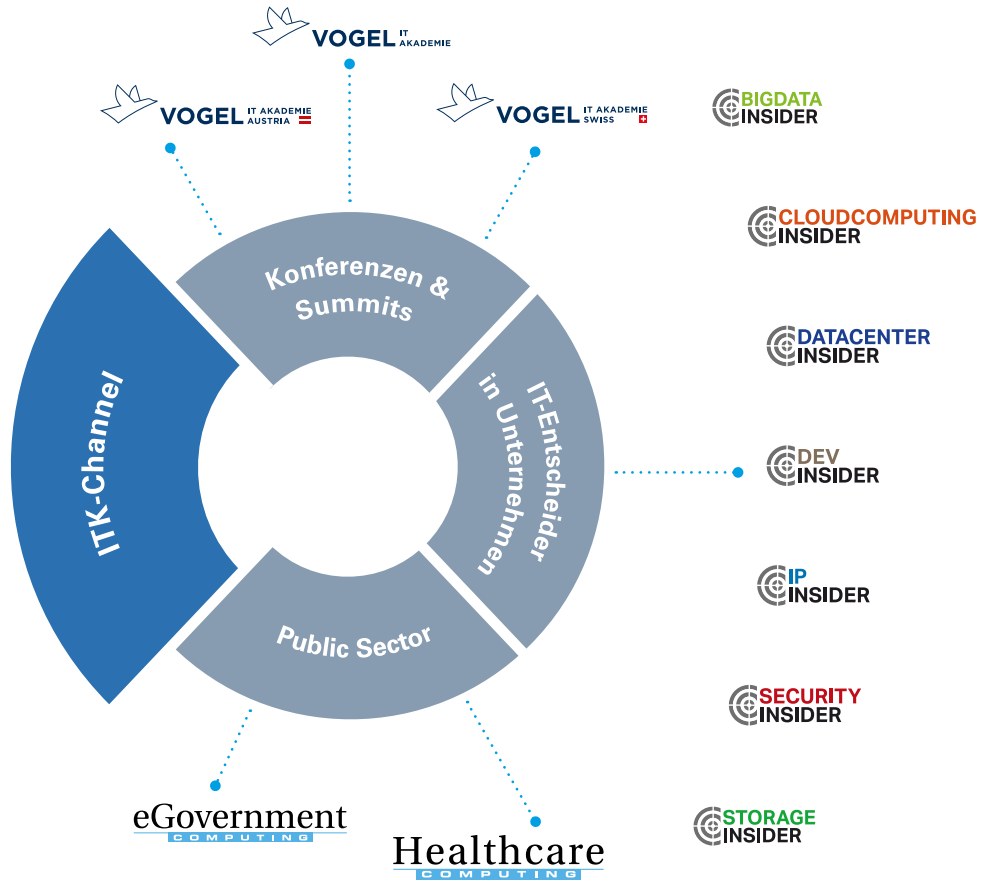
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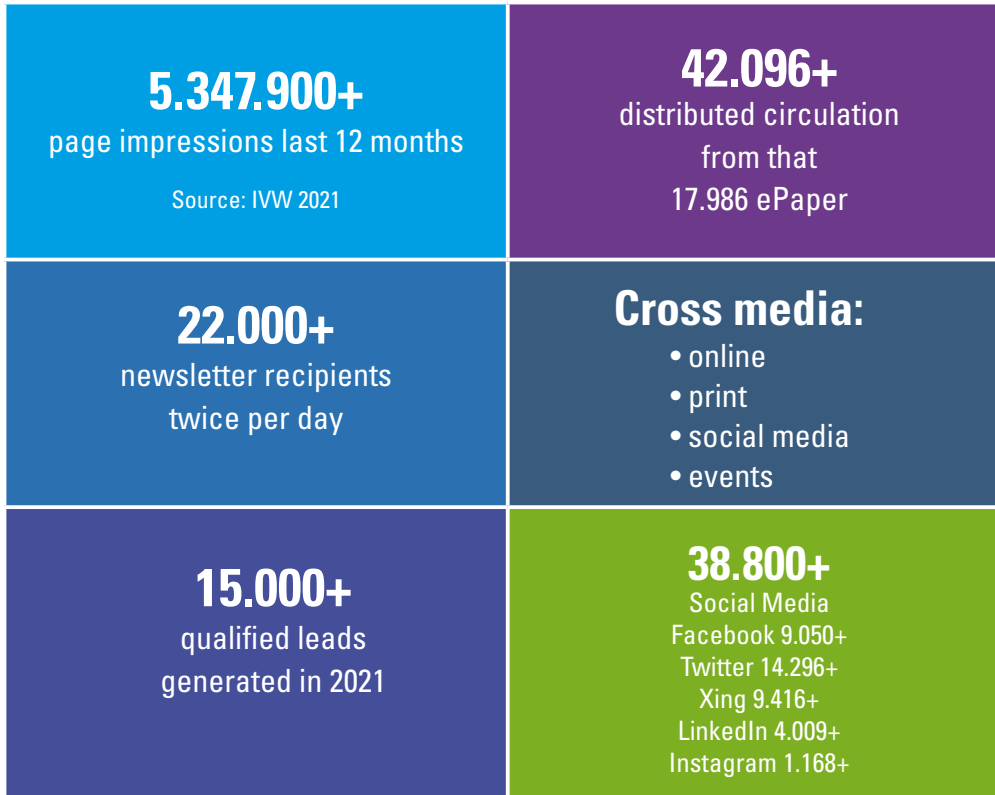
# IT-BUSINESS

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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*"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

## CONTENT

Topics & dates	p. 8-9
Formats & rates	p. 10-11
Advertorial	p. 12
Channel Fokus	p. 13
Market	p. 14
Reader analysis	p. 15
Special forms of advertising	p. 16-17
Special publications + specials	p. 18-19
Technical specifications	p. 20





IT-BUSINESS CHANNEL FOKUS*				
	No.	DP	DD	Channel Guide
January	1	24/01/2022	17/01/2022	
February	2	07/02/2022	31/01/2022	
	3	21/02/2022	14/02/2022	
March	4	14/03/2022	07/03/2022	
	5	28/03/2022	21/03/2022	
April	6	11/04/2022	04/04/2022	
	7	25/04/2022	14/04/2022	Data Storage
May	8	09/05/2022	02/05/2022	MSP Program
	9	23/05/2022	16/05/2022	
June	10	07/06/2022	30/05/2022	IT-Security
	11	27/06/2022	20/06/2022	

DP=Date of publication,  
DD = Date of data delivery



IT-BUSINESS CHANNEL FOKUS*				DP=Date of publication, DD = Date of data delivery
	Nr.	DP	DD	Channel Guide
July	12	11/07/2022	04/07/2022	
	13	25/07/2022	18/07/2022	
August	14	16/08/2022	08/08/2022	
	15	29/08/2022	22/08/2022	
September	16	12/09/2022	05/09/2022	
	17	26/09/2022	19/09/2022	Cloud
October	18	10/10/2022	30/09/2022	
	19	24/10/2022	17/10/2022	
November	20	07/11/2022	31/10/2022	
	21	21/11/2022	14/11/2022	
December	22	05/12/2022	28/11/2022	Year calendar 2023
	23	19/12/2022	12/12/2022	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

**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

\* please add min. 3mm bleed

FRACTIONAL SIZE	BASIC PRICE
1/1 - page	10.900,-
2/1 - page	19.500,-
COVER PAGES	BASIC PRICE
2. Cover page	12.500,-
3. Cover page	11.500,-
4. Cover page	13.500,-

FRACTIONAL SIZE	BASIC PRICE
Junior page	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 panorama	8.500,-

All rates are quoted in EURO excl. VAT

# Advertorial

Surely you already have information about your topics that are less suitable for designing a classic ad. Then just use them as advertorial!

The IT-BUSINESS team sets your content into a layout that is suitable for readers to gain special attention.

## 1/1-PAGE

Trim size: 230 x 300 mm  
please add min. 3mm bleed

## INPUT

max. 4.000 signs inkl. blank/page und  
max. 1 – 3 picture/300 dpi resolution



**Technologie-Partnerschaft als Wettbewerbsfaktor**

Ein Bild, das einen Mann in einem Anzug zeigt, der eine Präsentation hält, mit dem Microsoft-Logo oben rechts.

Wir arbeiten aufeinander zuzukommen...  
Innovation ist ein gemeinsames Ziel...  
Die Microsoft Cloud...  
Mit unserer...  
Wir sind...  
© 2021 Microsoft Corporation. Alle Rechte vorbehalten.

Example: Microsoft



**Mobilität im Arbeitsalltag – WatchGuard Passport**

**Mobilität und Sicherheit als Fundament moderner Beschäftigungskonzepte**

HomeOffice wird in Zeiten von Corona zum Standard. Mehr denn je stellt sich die Unternehmensleitung der Frage der Endgenügsamkeit, der Mobilität und der Sicherheit der Unternehmensressourcen beim täglich in Einklang bringen.

Ein Bild, das einen Mann und eine Frau an einem Tisch sitzen und arbeiten, mit einem Laptop und einem Smartphone.

Wir haben...  
Wir haben...  
Wir haben...  
© 2021 WatchGuard. Alle Rechte vorbehalten.

Example: WatchGuard

ADVERTORIAL-SIZE	BASIC PRICE/EURO
1/1 - Page 230 x 300 mm Print + Online	10.900,-  12.500,-

All rates are quoted in EURO excl. VAT

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	36,4%
Head of department	31,8%
Skilled labour	30,6%
Others	1,3%

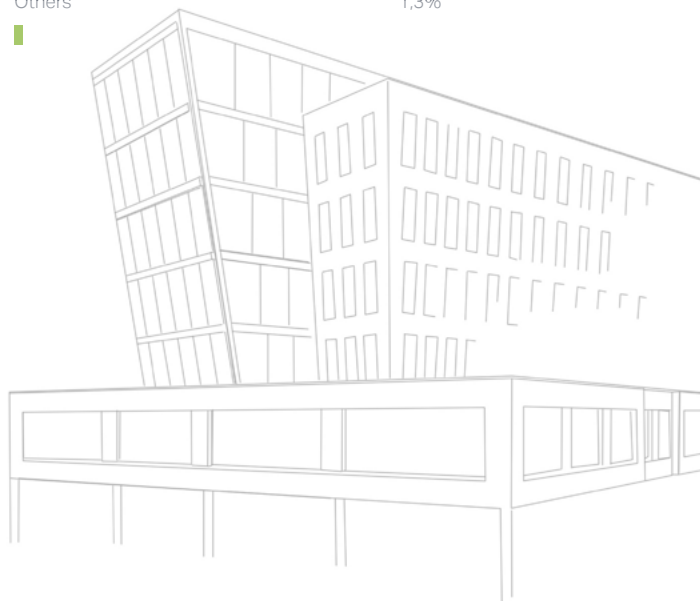
#### ■ PRODUCT SEGMENTS (multiple naming)

IT (Information Technology)	88,4%
TK (Telecommunication)	62,7%
CE (Consumer Electronics)	35,2%

Printed circulation	24.383 Ex. (IVW QII/2021)
Distributed circulation	42.096 Ex. thereof 17.986 ePaper (IVW QII/2021)
Publishing Schedule	every two weeks

#### ■ DISTRIBUTION OF READERSHIP ACCORDING TO BUSINESS FOCUS

ITK-System Houses/VAR	43,6%
Specialized trade	29,2%
Manufacturers	17,4%
Distributors/wholesalers	5,5%
Service provider	3,0%
Others	1,3%





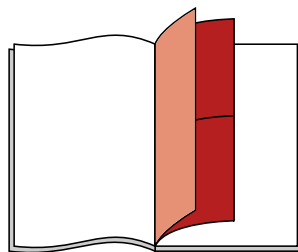


■ LOOSE INSERTS

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

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

All rates are quoted in EURO excl. VAT



■ BOUND INSERT

Several pages of printed matter, fixed tightly in carrier publication.

<b>Min. format</b>	148 x 115 mm
<b>Max. format</b>	230 x 300 mm
<b>Max. thickness</b>	2 mm
<b>Weight</b>	4 pages min. 80g/qm, more than 8 pages min. 50g/qm

**Occupancy  
Guideline**

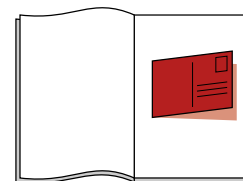
**Insert in notebook format:**  
Trimm 5 mm (all sides), fold 10mm.

**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.

<b>Rate</b>	4 pages	14,900 €
	6 pages	16,900 €
	8 pages	18,900 €

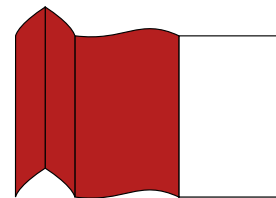
■ AFFIXED PRINTED MATTERS



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

**Price on request**

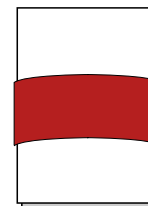
■ GATEFOLDER



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

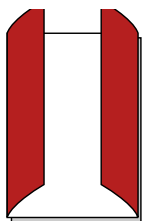
**Price 21,900 €**

■ BELLY BAND



<b>Format</b>	510 x 100 mm + 3 mm trim
<b>Price</b>	<b>23,900 €</b>

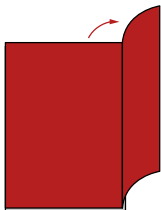
#### ■ ALTARFOLDER FRONT PAGE



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

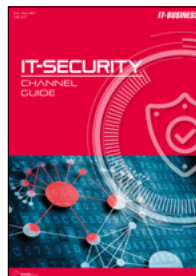
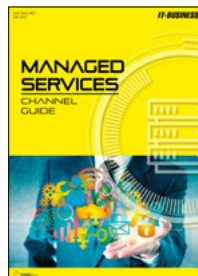
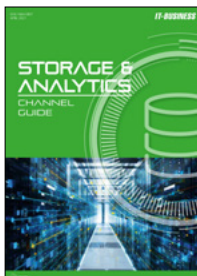
The Channel guides of IT-BUSINESS supply an extensive channel relevant presentation of the most important information on a specialized, important product area. Additionally to basic facts and trends, it also contains a number of overviews, highlights and concrete sales assistance. Because of their reference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

<b>Size</b>	40 pages
<b>Format</b>	DIN A4
<b>Circulation</b>	26,000 copies
<b>Distribution</b>	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
DATA STORAGE	april 2022
MSP PROGRAMME	may 2022
IT-SECURITY	june 2022
CLOUD	september 2022

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

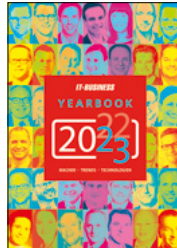


## ■ YEARBOOK

IT-BUSINESS HIGHLIGHTS 2022/23 – 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** 26,000 copies  
**Distribution** Readership of IT-BUSINESS, Trade Fairs and Events  
**Date of publication** 19/12/2022



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 2023

Do you want to be in the field of vision of your trade partner? Then make use of the IT-BUSINESS Year Planner 2023! It is of high quality, decorative and contains a variety of additional information useful for the whole year.

**Format**  
870 x 580 mm

**Circulation**  
26.000 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 2023	05/12/2022

**■ 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**

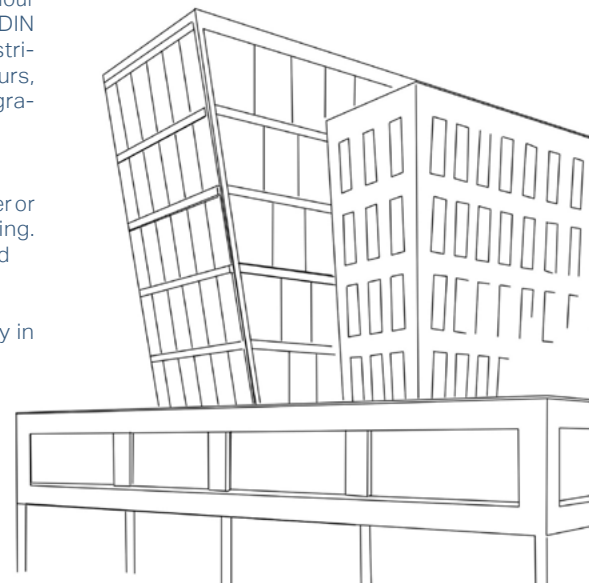
The tolerances of increase of tone quality in print are  
40%-area +/-3%  
80%-area +/-2%

**■ DATA DELIVERY**

1. Label the file/folder as follows:  
ITB\_Client\_Issue (Example: ITB\_IBM\_0914)
2. Transmission of data:
  - by email [dispo.vit@vogel.de](mailto:dispo.vit@vogel.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.



## CONTENT

Classic Online Advertising	22 – 23
Newsletter Advertising	24
Lead Generation	25
Online Advertorial	26
Whitepaper	27
Live-Cast	28
Podcast	29
Promotion of your event	30
Company-Microsite	31
Stand alone mailing	32
Audience Targeting / Social Media Post	33
Market research	34

## THE INFORMATION PORTAL FOR THE ITC-CHANNEL



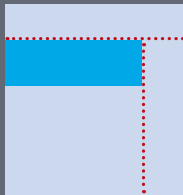
**MEDIA FORMATS:**

- html5
- gif
- jpg
- png
- Rich Media

**MAX. DATA SIZE:**

- 49 KB per ad

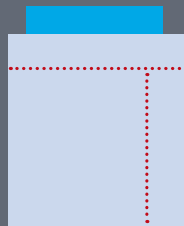
Our banner advertising follows the recommended standards of the coalition for better ads. Our readers benefit is a more enjoyable experience on our pages. Our customers benefit from advertising on banners that are better perceived and achieve a sustainable impact.



**BILLBOARD**

960 x 250 px

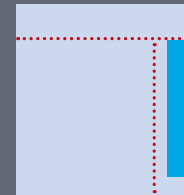
CPM 195,-



**LEADERBOARD**

Standard  
728 x 90 px

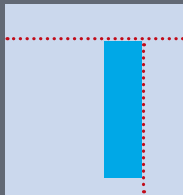
CPM 120,-



**SKYSCRAPER**

Standard  
160 x 600 px

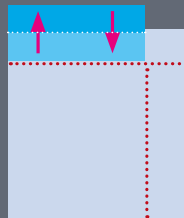
CPM 130,-



**HALF PAGE**

Page Ad  
300 x 600 px

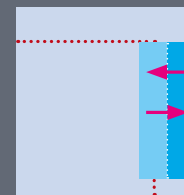
CPM 195,-



**LEADERBOARD**

Expandable  
728 x 90 px  
728 x 210 px

CPM 140,-

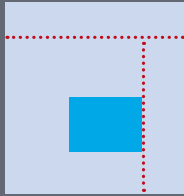


**SKYSCRAPER**

Expandable  
160 x 600 px  
160 x 320 px

CPM 140,-

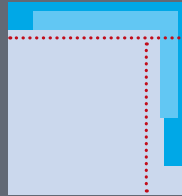




### CONTENT AD

300 x 250 px  
Rectangle / MPU

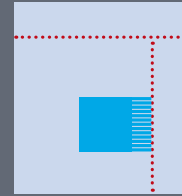
CPM 155,-



### WALLPAPER

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

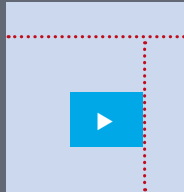
CPM 220,-



### NATIVE AD

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

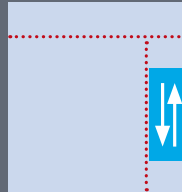
CPM 155,-



### VIDEO AD

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

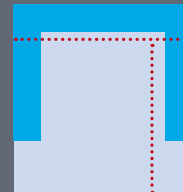
CPM 155,-



### 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 [bannervit@vogel.de](mailto:bannervit@vogel.de).

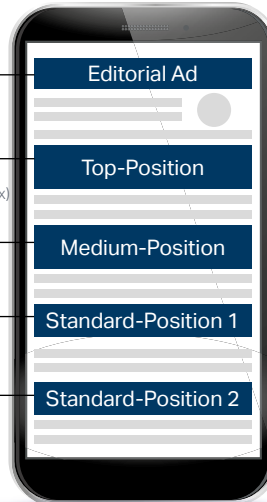
# Newsletter-Advertisement

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



## 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

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## 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
<ul style="list-style-type: none"> <li>• banner promotion</li> <li>• single email shot</li> <li>• lead generation (all generated leads incl.)</li> <li>• social media posting package incl.</li> </ul> <p>*Please provide a whitepaper (pdf-file) for download</p>	10.500,-	<ul style="list-style-type: none"> <li>• Teaser on the homepage</li> <li>• Publication in the topic channel "Best Practice"</li> <li>• Publication of your advertorial in the newsletter (sponsored article)</li> <li>• social media posting and promotion</li> </ul>	7.500,-
All rates are quoted in € excl. VAT			

Social Media coverage
IT-BUSINESS@twitter with 14.296 follower
IT-BUSINESS@facebook with 9.050 fans
IT-BUSINESS@linkedin with 3.009 members

Status: october 2021



Example: StarTech.com

## 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.

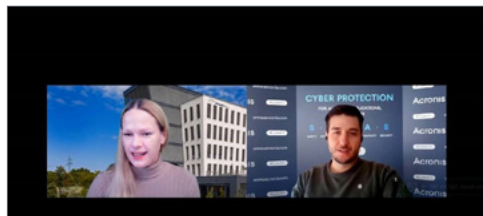
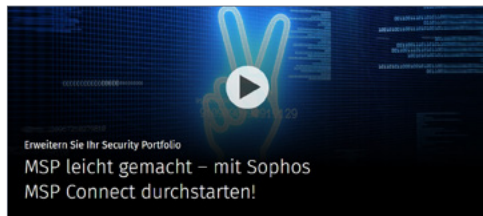
The screenshot shows the IT-BUSINESS website interface. At the top, the logo 'IT-BUSINESS' is prominent in red. Below it is a navigation bar with categories like 'Aktuelles', 'Markt & Trends', 'Cloud', 'Technologien', 'Channel Fokus', 'Spezial', 'Neuheiten', 'Akademik', 'Abo', and 'Termine'. The main content area features a whitepaper titled 'Umsatz mit Cloud-Anwendungen leicht gemacht'. The text below the title asks if customers are moving central business applications to the cloud and if support and security functions are also being moved. To the right of the text is a thumbnail image of a person working at a computer. Below the text, there is a section for 'Kostenloses Whitepaper herunterladen' with 'Registrierung' and 'Login' tabs. The registration form includes fields for 'Geschäftliche E-Mail' and 'Starkes Passwort', and a green button labeled 'Mit kostenlosem Account herunterladen'. At the bottom of the form, there is a disclaimer: 'Mit Klick auf „Mit kostenlosem Account herunterladen“ erkläre ich mich mit der Vereinbarung und bestätige meine Daten gemäß Einwilligungserklärung (Bitte aufrufen für Details)'. The footer of the page identifies the provider as 'LogMeIn Germany GmbH'.

## 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

# IT-BUSINESS LIVE-CAST



## EXCLUSIVE LIVE-CAST

- Duration of conference:  
approx. 1 hour + 15 min. soundcheck

## 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

All rates are quoted in € excl. VAT

## PARTNERSHIP

7.900,-

no discount available



## SOCIAL MEDIA PACKAGE

IT-BUSINESS@twitter with 14.296 follower

IT-BUSINESS@facebook with 9.050 fans

IT-BUSINESS@linkedin with 3.009 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 1.900,-  
per recording/story

All rates in €, plus VAT



[Listen in right now!](#)



# EVENT ADVERTISING

Example: Arrow ECS 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
<ul style="list-style-type: none"> <li>• 2 weeks promotion box on IT-Business.de</li> <li>• premium event insertion in event calendar                             <ul style="list-style-type: none"> <li>- detailed description</li> <li>- link</li> <li>- logo</li> </ul> </li> <li>• Premium company microsite (see description on page 31)</li> </ul>	<p>3.900,-</p>

All rates are quoted in € excl. VAT

# 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.

PROFILE	SERVICES	PRICE/YEAR
Basic profile	<ul style="list-style-type: none"> <li>• company address</li> </ul>	free
Premium profile	<ul style="list-style-type: none"> <li>• Logo</li> <li>• Complete contact data</li> <li>• Extensive company's profile</li> <li>• Management contact with photo</li> <li>• Product showroom with photos</li> <li>• Possibility of publication of further photo material</li> <li>• Transmission of press releases about your company</li> <li>• Link to your company's RSS feeds</li> <li>• Hosting of your whitepapers and webcasts (10 each)</li> <li>• Publication of relevant topics in the event calendar</li> </ul>	2.400,-
Service option	<ul style="list-style-type: none"> <li>• Maintenance of your provider's profile</li> </ul>	240,-

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

ONLINE

# STAND ALONE MAILING

**FIS** Initiative von  
**IT-BUSINESS**

Wie sieht die Zukunft aus?  
**Die Zukunft der Intralogistik**  
Vorträge | Show-Cases | Networking  
Sessions | Podiumsdiskussion  
auf dem FIS Logistics Day 15.06.2021

[NeuAnrede]  
wussten Sie, dass laut Studie der Bundesvereinigung Logistik (BVL) über 50% der Logistik-Unternehmen kein digitales Geschäftsmodell haben? Gleichzeitig bewerten Sie **Befragten die Chancen der digitalen Transformation** stärker als deren Risiken. **Nehmen Sie Ihre Digitalisierung jetzt in die Hand!** Der **FIS Logistic Day 2021 am 15.06.2021** zeigt, wie Ihnen das zukunftsicher gelingt.

**Jetzt anmelden**

- **Abwechslung**  
Von SAP-Keynote, Kundenberichten über Showcases und Fachvorträge bis zur Podiumsdiskussion
- **Fachinformationen**  
Einführung von SAP EWM, S/4HANA Transition, Hybride Einführungen, KI im Handel
- **Cherry-Picking**  
Besuchen Sie die Vorträge und Diskussionen, die Ihnen den größten Mehrwert bieten
- **Networking**  
Tauschen Sie sich interaktiv mit anderen Unternehmen, Experten und Wissenschaftlern aus
- **Podiumsdiskussion**  
Zukunft der Intralogistik – Stirbt das manuelle Lager aus? – Mit Vertretern aus Wirtschaft und Wissenschaft – und Ihren Fragen

Sie können keinen ganzen Tag investieren? – Beim digitalen Event nehmen Sie an den Vorträgen und Diskussionen teil, die Ihnen am meisten nutzen. Wir freuen uns auf Sie, am 15.06.2021, ab 09:30 Uhr.

**Jetzt anmelden**

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

IT-BUSINESS  
Gesponsert (Demo)

Server-Power trifft auf leistungsstarkes Betriebssystem – bei dieser Partnerschaft stimmt die Chemie!  
Bytec lässt aus Ihren IT-Visionen Realität werden und Sommer spannende Deals in petto.

Microsoft Windows  
The operating system that bridges

Das Beste aller Welten im Data Center vereint  
jetzt von starken Microsoft Angeboten profitieren.  
Wahrnehmen

UNSCHLAGBARETEAM.DE  
Zukunftsorientiertes Recherchieren  
Heute schon an morgen gedacht

IT-BUSINESS  
2.557 Follower  
Anzeige

Power up with new Opportunities Dell EMC PowerEdge & ROK Windows Server 2019

Komplettausstattung für Arbeitsplätze ganz einfach finanzieren. Workplace as a Service macht es möglich. Bye Buy – Hello WaaS.  
#HP #ByeBuy #Service #WaaS

Die Ingram Micro-Lösung. Workplace as a Service  
de.ingrammicro.eu

Mehr erfahren

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.



**GESTALTEN  
SIE MIT,**  
wenn es um Digital  
Transformation und Cloud geht!

Mitmachen & Amazon Echo Spot gewinnen

## 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](http://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](http://www.vogel-it.de)

**IT-BUSINESS**

eGovernment  
COMPUTING

Healthcare  
COMPUTING

 **VOGEL** IT AKADEMIE 

 **ALTFahrzeuge  
INDUSTRIE**

auto**FACHMANN**

auto**KAUFMANN**

 **BIGDATA  
INSIDER**

 **CLOUDCOMPUTING  
INSIDER**

 **DATACENTER  
INSIDER**

 **DEV  
INSIDER**

 **IP  
INSIDER**

 **SECURITY  
INSIDER**

 **STORAGE  
INSIDER**

 **Inke  
Kommunikation**

**blechnet**

DeviceMed

**ELEKTRONIK  
PRAXIS**

**elektro  
technik**

**FK Fahrzeug+  
Karosserie**

**GEBRAUCHTWAGEN  
PRAXIS**

**IWW  
INSTITUT**

**kfz-betrieb**

**Kfz  
SCHADEN  
MANAGER**

**konstruktions  
praxis**

**LABOR  
PRAXIS**

**marconomy**  
Marketing und Kommunikation in der Wirtschaft

**MMLOGISTIK**

**MM**  
MarketingManagement

**PharmaTEC**  
Forschung - Technik - Praxis

**PROCESS**  
Center - Home - WebServices

**Schüttgut**