2022 MEDIAPACK

IT-BUSINESS

Die Fachzeitschrift für den ITK-Markt

31. Jahrgang
€ 6,– ISSN 1864-0907

WILLKOMMEN IN DER ZUKUNFT –
GEMEINSAM DURCHSTARTEN!

IT-BUSINESS
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.

PUBLISHING HOUSE
Vogel IT-Medien GmbH
Max-Josef-Metzger-Str. 21
D-86157 Augsburg

CONTACT
Tel. +49 (0)821 2177- 0
Fax +49 (0)821 2177- 150
www.vogel.de

CEO
Werner Nieberle, Günter Schürger

BANK DETAILS
Commerzbank AG
IBAN: DE37 7908 0052 0309 7717 00

IT-BUSINESS
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 www.it-business.de
ISSN 1864-0907

MEDIA
Lilli Kos +49 (0) 821 2177- 300
E-Mail lilli.kos@vogel.de
“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.
5.347.900+
page impressions last 12 months
Source: IVW 2021

42.096+
distributed circulation from that
17.986 ePaper

22.000+
newsletter recipients twice per day

Cross media:
- online
- print
- social media
- events

15.000+
qualified leads generated in 2021

38.800+
Social Media
Facebook 9.050+
Twitter 14.296+
Xing 9.416+
LinkedIn 4.009+
Instagram 1.168+
“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.”

Sylvia Lösel

“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
+49 (0) 821 2177 -300
lilli.kos@vogel.de

Sylvia Lösel | Chief editor
+49 (0) 821 2177 -144
sylvia.loesel@vogel.de
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
<table>
<thead>
<tr>
<th>No.</th>
<th>Date of Publication (DP)</th>
<th>Date of Data Delivery (DD)</th>
<th>Channel Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>24/01/2022</td>
<td>17/01/2022</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>07/02/2022</td>
<td>31/01/2022</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>21/02/2022</td>
<td>14/02/2022</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>14/03/2022</td>
<td>07/03/2022</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>28/03/2022</td>
<td>21/03/2022</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>11/04/2022</td>
<td>04/04/2022</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>25/04/2022</td>
<td>14/04/2022</td>
<td>Data Storage</td>
</tr>
<tr>
<td>8</td>
<td>09/05/2022</td>
<td>02/05/2022</td>
<td>MSP Program</td>
</tr>
<tr>
<td>9</td>
<td>23/05/2022</td>
<td>16/05/2022</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>07/06/2022</td>
<td>30/05/2022</td>
<td>IT-Security</td>
</tr>
<tr>
<td>11</td>
<td>27/06/2022</td>
<td>20/06/2022</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Nr.</th>
<th>DP</th>
<th>DD</th>
<th>Channel Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>11/07/2022</td>
<td>04/07/2022</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>25/07/2022</td>
<td>18/07/2022</td>
<td></td>
</tr>
</tbody>
</table>

| August|          |          |                     |
| 14    | 16/08/2022| 08/08/2022|                     |
| 15    | 29/08/2022| 22/08/2022|                     |

| September|          |          | Cloud           |
| 16    | 12/09/2022| 05/09/2022|               |
| 17    | 26/09/2022| 19/09/2022|               |

| 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|
ADVERTISING FORMATS

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

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

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

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

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

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Basic Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 - page</td>
<td>10.900,-</td>
</tr>
<tr>
<td>2/1 - page</td>
<td>19.500,-</td>
</tr>
</tbody>
</table>

### COVER PAGES

<table>
<thead>
<tr>
<th>Size</th>
<th>Basic Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Cover page</td>
<td>12.500,-</td>
</tr>
<tr>
<td>3. Cover page</td>
<td>11.500,-</td>
</tr>
<tr>
<td>4. Cover page</td>
<td>13.500,-</td>
</tr>
</tbody>
</table>

### FRACTIONAL SIZE

<table>
<thead>
<tr>
<th>Size</th>
<th>Basic Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior page</td>
<td>7.900,-</td>
</tr>
<tr>
<td>Junior page panorama</td>
<td>13.800,-</td>
</tr>
<tr>
<td>1/2-page</td>
<td>6.500,-</td>
</tr>
<tr>
<td>1/2-page panorama</td>
<td>11.500,-</td>
</tr>
<tr>
<td>1/3-page</td>
<td>4.800,-</td>
</tr>
<tr>
<td>1/3 page editorial</td>
<td>6.500,-</td>
</tr>
<tr>
<td>2/3 page panorama</td>
<td>8.500,-</td>
</tr>
</tbody>
</table>

*Please add min. 3mm bleed*

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

ADVERTORIAL-SIZE | BASIC PRICE/EURO
--- | ---
1/1 - Page
230 x 300 mm | 10,900,-
Print + Online | 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.

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.

5 REASONS WHY YOU HAVE TO JOIN CHANNEL FOKUS
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.

<table>
<thead>
<tr>
<th>FRACTIONAL SIZE</th>
<th>BASIC PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 - Page 230 x 300 mm*</td>
<td>1.700,-</td>
</tr>
<tr>
<td>2/1 - Page 460 x 300 mm*</td>
<td>3.200,-</td>
</tr>
<tr>
<td>Cover page 230 x 230 mm*</td>
<td>3.000,-</td>
</tr>
</tbody>
</table>

*please add min. 3 mm bleed

All rates are quoted in EURO excl. VAT
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%

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%

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

Source: IVW EDA Auflagennachweis QV/2021 - QII/2021
### 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: 290 € 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 |
| Occupancy | complete edition |
| Guideline | Insert in notebook format: Trimm 5 mm (all sides), fold 10mm. File smaller than notebook: Bottom and on the sides trimm at the end. On the top addition of 5mm trimm Placement always at the top. More than 4 pages in total: On the top put together; folded in cross. |
| Rate | 4 pages 14,900 € 6 pages 16,900 € 8 pages 18,900 € |

### AFFIXED PRINTED MATTERS
- **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 €

All rates are quoted in EURO excl. VAT.
SPECIAL FORMS OF ADVERTISING

DATE OF ORDER
Deadline see topics + dates (page 8-9)

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

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

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

Delivery
The delivery has to be done on Euro-pallets. Every single pallet has to be marked with details to the amount and the note “IT-BUSINESS_issuenr_date”

Please note the dates of delivery:
Loose inserts 3 days prior to copy deadline
Bound Inserts 5 days prior to copy deadline

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

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 €
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.

<table>
<thead>
<tr>
<th>Size</th>
<th>40 pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format</td>
<td>DIN A4</td>
</tr>
<tr>
<td>Circulation</td>
<td>26,000 copies</td>
</tr>
<tr>
<td>Distribution</td>
<td>Readership of IT-BUSINESS, Trade Fairs and Events</td>
</tr>
<tr>
<td></td>
<td>3,600 to 4,000 characters incl. blanks and 2 pictures per page.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>DATE OF ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DATA STORAGE</td>
<td>april 2022</td>
</tr>
<tr>
<td>MSP PROGRAMME</td>
<td>may 2022</td>
</tr>
<tr>
<td>IT-SECURITY</td>
<td>june 2022</td>
</tr>
<tr>
<td>CLOUD</td>
<td>september 2022</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADVERTISEMENT</th>
<th>BASIC PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 - Page 210 x 297 + 3 mm bleed</td>
<td>7.500,-</td>
</tr>
<tr>
<td>Cover page U2-U4 - 210 x 297 mm + 3 mm bleed</td>
<td>9.000,-</td>
</tr>
<tr>
<td>1/2 - Page horizontal 100 x 297 + 3 mm bleed</td>
<td>4.500,-</td>
</tr>
<tr>
<td>1/2 - Page vertical 210 x 148 + 3 mm bleed</td>
<td>4.500,-</td>
</tr>
<tr>
<td>1/3 - Page horizontal 70 x 297 + 3 mm bleed</td>
<td>3.000,-</td>
</tr>
<tr>
<td>1/3 - Page vertical 210 x 95 + 3 mm bleed</td>
<td>3.000,-</td>
</tr>
</tbody>
</table>

All rates are quoted in € excl. VAT
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

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

**AD PAGES**

<table>
<thead>
<tr>
<th>Description</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company portrait 2 pages</td>
<td>7,000.-</td>
</tr>
<tr>
<td>Cover pages U2 &amp; U3 210 x 297 + 3 mm bleed</td>
<td>9,000.-</td>
</tr>
<tr>
<td>1/1 page 210 x 297 mm + 3 mm bleed</td>
<td>9,000.-</td>
</tr>
</tbody>
</table>

* 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.

**LOGOFORMATS**

<table>
<thead>
<tr>
<th>Description</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>70 x 100 mm</td>
<td>1,500.-</td>
</tr>
<tr>
<td>110 x 65 mm</td>
<td>3,000.-</td>
</tr>
<tr>
<td>70 x 100 mm</td>
<td>1,500.-</td>
</tr>
</tbody>
</table>

All rates are quoted in € excl. VAT

**DATE**

<table>
<thead>
<tr>
<th>Description</th>
<th>DP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year Planner 2023</td>
<td>05/12/2022</td>
</tr>
</tbody>
</table>
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
   • FTP Server 193.158.250.101 Login: ftpuser Password: vit

FILE FORMATS
Please send print optimized pdf files or open mac/po 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
Our banner advertising follows the recommended standards of the coalition for better ads. Our readers benefit from a more enjoyable experience on our pages. Our customers benefit from advertising on banners that are better perceived and achieve a sustainable impact.

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 from a more enjoyable experience on our pages. Our customers benefit from advertising on banners that are better perceived and achieve a sustainable impact.

All rates are quoted in € excl. VAT
Klassische Online Werbung – Formate

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

MAX. DATA SIZE:
- 49 KB per element

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 px 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,-

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.vit@vogel.de.

All rates are quoted in € excl. VAT
Newsletter-Advertisment

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

**BANNER FORMATS**

- Billboard Ad / XL Banner
- Billboard Ad / XL Banner / Text-Ad*

**DELIVERY**

- morning or midday delivery

**BASIC PRICE**

- 1.900,–
- 1.400,–
- 1.000,–

**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)
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.

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.

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 landing page.

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 lead generation

<table>
<thead>
<tr>
<th>• banner promotion</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>• single email shot</td>
<td>10.500,-</td>
</tr>
<tr>
<td>• lead generation (all generated leads incl.)</td>
<td></td>
</tr>
<tr>
<td>• social media posting package incl.</td>
<td></td>
</tr>
</tbody>
</table>

*Please provide a whitepaper (pdf-file) for download

### Best Practice/ Online Advertorial

<table>
<thead>
<tr>
<th>• Teaser on the homepage</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Publication in the topic channel &quot;Best Practice&quot;</td>
<td>7.500,-</td>
</tr>
<tr>
<td>• Publication of your advertorial in the newsletter (sponsored article)</td>
<td></td>
</tr>
<tr>
<td>• social media posting and promotion</td>
<td></td>
</tr>
</tbody>
</table>

All rates are quoted in € excl. VAT

---

### Social Media coverage

- IT-BUSINESS@twitter with 14,296 followers
- IT-BUSINESS@facebook with 9,050 fans
- IT-BUSINESS@linkedin with 3,009 members

Example: StarTech.com

Status: October 2021
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
## 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

<table>
<thead>
<tr>
<th>PARTNERSHIP</th>
<th>7.900,–</th>
</tr>
</thead>
</table>

*All rates are quoted in € excl. VAT*
**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*
EVENT ADVERTISING

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**

- 2 weeks promotion box on IT-Business.de
- premium event insertion in event calendar
  - detailed description
  - link
  - logo
- Premium company microsite
  (see description on page 31)

All rates are quoted in € excl. VAT

Example: Arrow ECS 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.

<table>
<thead>
<tr>
<th>PROFILE</th>
<th>SERVICES</th>
<th>PRICE/YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic profile</td>
<td>• company address</td>
<td>free</td>
</tr>
<tr>
<td>Premium profile</td>
<td>• Logo</td>
<td>2.400,–</td>
</tr>
<tr>
<td></td>
<td>• Complete contact data</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Extensive company’s profile</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Management contact with photo</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Product showroom with photos</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Possibility of publication of further photo material</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Transmission of press releases about your company</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Link to your company’s RSS feeds</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Hosting of your whitepapers and webcasts (10 each)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Publication of relevant topics in the event calendar</td>
<td></td>
</tr>
<tr>
<td>Service option</td>
<td>• Maintenance of your provider’s profile</td>
<td>240,–</td>
</tr>
</tbody>
</table>

Example: bb-net media GmbH

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

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
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.
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.
WE MATCH PEOPLE & TECHNOLOGY

Please look on our website for more information about our events
www.vogelitakademie.de
MORE SUCCES FOR YOUR B2B-MARKETING