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 670,000 visits and 110,000 newsletter recipients you achieve crossmedial the target group of the IT decision makers in companies, from SMB to enterprise.

Content

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Publisher’s imprint

Vogel IT-Medien GmbH,
Augsburg is a wholly owned subsidiary of Vogel Communications Group, Würzburg.

Since 1991 the publisher releases business media for decision makers who are in charge of production, procurement or application of information technology. In addition to print & online media the publisher also offers a wide ranging portfolio of events.


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

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SOCIAL NETWORKS
YOUR INSIDER TEAM

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Facts & figures

B2B media

Page impression 1,250,000+ / month

7 Websites with editorially created content

Social media follower 107,000+

USPs Focus and Knowhow on Lead generation and nurturing

Offer for awareness

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

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

75,000+ Registered users Cross industry

70,000+ Qualified leads generated in 2022

110,000+ Daily newsletter recipients

9

The userbase

Company size
(acc. to number of employees)

- 17% 1 – 9 employee
- 8% 10 – 19 employee
- 7% 20 – 49 employee
- 5% 50 – 99 employee
- 10% 100 – 199 employee
- 12% 200 – 499 employee
- 12% 500 – 999 employee
- 13% 1.000 – 4.999 employee
- 8% 5.000 – 10.000 employee
- 12% > 10.000 employee

The userbase

Position in the company – IT responsibility

17 %
managing director / executive board

24 %
head of department / division manager

19 %
project- / team leader

38 %
IT manager, professional/ administrator

2 %
other

The userbase

Market sectors (percentage share)

- Public sector: 7.9%
- Banks / finance & insurance companies: 7.1%
- Automobile industry / vehicle construction / subcontractors: 6.5%
- Electro technics: 6.4%
- Mechanical engineering: 5.4%
- Healthcare / medical technology: 4.9%
- Chemical industry / Pharmaceutical industry: 4.8%
- Steel- and metal industry: 4.1%
- Main contract work / finishing trade: 3.0%
- Media: 2.2%
- Other: 1.2%
- Education, science, culture, sport, entertainment: 7.4%
- Information technology: 6.6%
- Sale / wholesale / retail: 6.4%
- Energy industry / water industry: 5.7%
- Automation technology / Engineering: 5.1%
- Transport & logistics: 4.9%
- Consulting / Services: 4.5%
- Cloud / Managed Service Provider / data center: 3.5%
- Raw material extraction: 2.4%

TOPICS

• Analytics
• Best practices
• Data sourcing (metering, „Internet of Things“)
• Smart Factory
• Infrastructure (Hadoop & co., hardware)
• Artificial intelligence
• Law & security
  (legal aspects, data protection, data security)
TOPICS
• Business apps
• Cloud services
• Cloud strategy
• Cloud-native development
• CRM & ERP
• Development and trends
• SaaS, IaaS, PaaS
• Standards & certification
TOPICS

• Co-Location, managed services, hybrid, multi, and private cloud, outsourcing
• Data center management, -monitoring, -audits, -construction, -operation and cost
• Infrastructure, cooling, energy efficiency, security network, electricity, standards
• Software, hardware, services
• Trends & technology – virtualization, container, automation, IoT, open source, artificial intelligence, cloud, edge
• VDI, SDDC, SDI, HCI, serverless and unikernel, High Performance and High Availability
TOPICS

• App and Software Development
• Cloud Native Development
• DevOps and DevSecOps
• Monitoring and Observability
• Programming interfaces (APIs)
• Software Project Management
• Toolchain and Open Source
• User-Experience- and -Interface-Design
TOPICS

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

• Network administration
• Network infrastructure
• Network monitoring
• Network management
• Network planning & design
• Remote access & VPN
• IPv6
TOPICS
• AI and Security Automation
• Cloud security
• Cryptography
• Cyber threats
• Data protection
• Digital Identities
• Endpoint and Network Security
• IT Compliance
• Key Management
• Mobile Security
• Passwordless Authentication
• Ransomware
• Security Awareness
• Security as a Service
• Security for Industry 4.0 and IoT
TOPICS

• Archiving
• Backup & Restore
• Cloud storage
• Compliance & GDPR
• Container storage
• Data management
• Disaster Recovery
• File systems
• Flash Storage & NVMe
• Hyper-Converged Storage

• Memory
• Object Storage
• Software-defined Storage & virtualization
• Storage-as-a-Service
• Storage hardware and software
• Storage management
• Storage networks
• Storage systems
• 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.

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

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

See page 21 for further information.

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

See page 23 for further information.
Lead generation – whitepaper

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

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

* Use according to campaign goals

General tip:
The more neutral, technical and less sales oriented your contents are, the more likely the audience will read them.

You will reach a high success rate, if your potential customer perceives you as a future oriented and technically competent supplier of solutions.
Lead generation – exclusive live webinar

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

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

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

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

**Price 12,500**
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 13,900
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
✓ vendor-neutral view

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 12,500
incl. licence to use
All rates are quoted in € excl. VAT
# Editorial eBooks - topics and publication schedule

<table>
<thead>
<tr>
<th><strong>BIGDATA INSIDER</strong></th>
<th><strong>DP (d/m)</strong></th>
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</thead>
<tbody>
<tr>
<td>Security and privacy in cloud and edge AI</td>
<td>23.02.</td>
</tr>
<tr>
<td>IT security and IoT platforms</td>
<td>27.04.</td>
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<tr>
<td>Big Data Analytics for SME</td>
<td>23.05.</td>
</tr>
<tr>
<td>ML and AI frameworks</td>
<td>28.06.</td>
</tr>
<tr>
<td>Big Data Analytics in the financial sector</td>
<td>11.10.</td>
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<tr>
<td>Database migration</td>
<td>22.11.</td>
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<thead>
<tr>
<th><strong>DATACENTER INSIDER</strong></th>
<th><strong>DP (d/m)</strong></th>
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</thead>
<tbody>
<tr>
<td>SAP S/4 HANA on premises and hybrid – the migration of the Enterprise</td>
<td>08.02.</td>
</tr>
<tr>
<td>Quantum computers are moving in</td>
<td>08.03.</td>
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<tr>
<td>It doesn’t get any greener than this: data centers under pressure</td>
<td>03.05.</td>
</tr>
<tr>
<td>The data center between cloud and edge - How do I distribute my enterprise?</td>
<td>01.06.</td>
</tr>
<tr>
<td>Double and triple is out: Intelligence beats redundancy</td>
<td>12.07.</td>
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<tr>
<td>With security - expensive and insufficient</td>
<td>11.10.</td>
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<thead>
<tr>
<th><strong>CLOUD COMPUTING INSIDER</strong></th>
<th><strong>DP (d/m)</strong></th>
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<tbody>
<tr>
<td>Cloud identities - manage permissions</td>
<td>26.01.</td>
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<tr>
<td>FinOps &amp; Co. - Keeping an eye on cloud costs</td>
<td>19.04.</td>
</tr>
<tr>
<td>Cloud Orchestration - How Cloud Automation and Orchestration controls Environments and Workloads</td>
<td>21.06.</td>
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<td>Shared Responsibility Model - A keystone of cloud security</td>
<td>06.09.</td>
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<tr>
<td>Edge Computing - The new thing after the cloud?</td>
<td>16.10.</td>
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<td>Cloud Analytics - Building the intelligent enterprise</td>
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<tbody>
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<td>22.02.</td>
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<tr>
<td>Software Supply Chain Risks</td>
<td>26.04.</td>
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<tr>
<td>AI-based Development Assistants</td>
<td>26.06.</td>
</tr>
<tr>
<td>Programming Languages On The Rise</td>
<td>30.08.</td>
</tr>
<tr>
<td>Progressive Web Apps (PWAs)</td>
<td>25.10.</td>
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</table>

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

### IT Insider

<table>
<thead>
<tr>
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<td>02.03.</td>
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<tr>
<td>Asset and license management</td>
<td>04.05.</td>
</tr>
<tr>
<td>Monitoring and observability</td>
<td>15.06.</td>
</tr>
<tr>
<td>Remote management and support</td>
<td>15.07.</td>
</tr>
<tr>
<td>Client Lifecycle Management in 2023</td>
<td>14.09.</td>
</tr>
<tr>
<td>Domain Networks</td>
<td>23.11.</td>
</tr>
</tbody>
</table>

### Storage Insider

<table>
<thead>
<tr>
<th>Topic</th>
<th>DP (d/m)</th>
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</thead>
<tbody>
<tr>
<td>Open source storage - storage software at zero cost</td>
<td>01.02.</td>
</tr>
<tr>
<td>Storage security - how do companies secure their data?</td>
<td>05.04.</td>
</tr>
<tr>
<td>HDD or SDD?</td>
<td>10.05.</td>
</tr>
<tr>
<td>Storage for High-Performance Computing and Artificial Intelligence</td>
<td>07.06.</td>
</tr>
<tr>
<td>All-Flash Arrays with NVMe – a chance for new uses cases</td>
<td>13.09.</td>
</tr>
<tr>
<td>Hyperconverged Infrastructure</td>
<td>25.10.</td>
</tr>
</tbody>
</table>

### Security Insider

<table>
<thead>
<tr>
<th>Topic</th>
<th>DP (d/m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyberwar</td>
<td>13.02.</td>
</tr>
<tr>
<td>Security anywhere</td>
<td>20.03.</td>
</tr>
<tr>
<td>Digital identities</td>
<td>17.04.</td>
</tr>
<tr>
<td>Backup and disaster recovery</td>
<td>15.05.</td>
</tr>
<tr>
<td>Cyber Risk Management</td>
<td>12.06.</td>
</tr>
<tr>
<td>Cloud Native security</td>
<td>10.07.</td>
</tr>
<tr>
<td>Quantum computing and encryption</td>
<td>11.09.</td>
</tr>
<tr>
<td>Cyberthreats 2024</td>
<td>06.11.</td>
</tr>
</tbody>
</table>

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

High reach through editorial environment.

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

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

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

MORE REACH FOR YOUR INFORMATION
Do you want …

... to feature your events and roadshows?
... to distribute your press-releases?
... to enhance your social media activities?
... to present your company multimedia-based and interactive?
... to show continuous presence on our homepage
... a teaser in articles with your given keywords?
... that all with little effort?

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

<table>
<thead>
<tr>
<th>Dynamic company profile</th>
<th>price / year</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 months</td>
<td>2,500 per website</td>
</tr>
<tr>
<td>service option: profile-care</td>
<td>on request</td>
</tr>
</tbody>
</table>

All rates are quoted in € excl. VAT

Each new activity creates a text ad on the homepage!
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.

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Position 1</td>
<td>2,500</td>
<td>3,000</td>
<td>3,500</td>
</tr>
<tr>
<td>from Position 2</td>
<td>2,000</td>
<td>2,500</td>
<td>3,000</td>
</tr>
</tbody>
</table>

All rates quoted in € excl. VAT

• Conditions apply per portal and newsletter.
Bookings per week only.
ROS – RUN OF SITE:
Ad appears only on the chosen website.

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

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

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

**MAX. FILESIZE:**
- 49 KB per element

**EXCLUSIVE PLACEMENTS**
and

**SPECIAL FORMATS**
on request!

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

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

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

For conditions please see banner rates (ROS) on page 31
Reach B2B users from the INSIDER portals network also on the social media channels (Facebook, LinkedIn) and on the Google Display network.

- Increased awareness through repeated addressing in the social media channels
- Cross-device playout
- Low scatter losses, as only users with an interest in a specific topic are being addressed
- Support with content implementation

PROCEDURE
1. Users deal with their fields of interest on an Insider portal.
2. In particular these users receive your content/banner on the partner pages of our Google Display Network.
3. You reach exactly your target group.
4. We additionally support your campaign by placing your advertisement (potings) on our social media channels.

PLACEMENT & PRICE
- Google AdWords + social media channels of the INSIDER portals
- Minimum booking volume: 20,000 Impression
- Duration: 1 week
- CPM¹: 150.- €

¹CPM: Cost per mille / per 1,000 Ad Impression, all rates are quoted in € excl. VAT.
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 15,000 Impressions

Rate: 3,500

All rates are quoted in € excl. VAT
The DEEP DIVE is a technically in-depth look at your solution. From technicians for technicians!

YOUR SERVICES
• video production
  - recording as a web session (Zoom)
  - structuring and splitting into several chapters with a playlist
  - production as a YouTube video
• moderation / presentation
  - professional co-presentation by an IT expert
• publication
  - article about the DEEP DIVE on an insider portal
• newsletter
  - integration and application through our newsletter
• 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: 8,500
All rates are quoted in € excl. VAT
Printed guides 2023 - new perspectives

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

YOUR PARTICIPATION

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>TITLE</th>
<th>DP</th>
<th>DDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Datacenter &amp; Virtualization</td>
<td>The data center must, should, can .... soon and in the future - preparing for the next 10 years</td>
<td>20.09.</td>
<td>23.08.</td>
</tr>
<tr>
<td>Storage</td>
<td>Storage systems - storage for every need</td>
<td>24.11.</td>
<td>02.11.</td>
</tr>
</tbody>
</table>

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

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

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

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
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