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.

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

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


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Deutschland 9 €
22. Jahrgang

www.egovcom.de

geht der eGovernment Summit tenwende – unter diesem Motto rungen der Verwaltungsdigitali- nent Summit, Staatssekretär Dr. Markus Richter, erläutert in sei- Der Booster des IT-Planungs- Der Bundesregierung hat ihr Open-Source-Engagement um 37,5 umsetzung beschleunigen. Die Bundesregierung hat ihr Open-Source-Engagement um 37,5 Millionen Digitale Souveränität
Souveränität (ZenDiS) oder der Politik & Verwaltung

In Person des Bundesinnenministeriums des Bundesministeriums des Innern und für Heimat (BMI)

Der Bundeshaushalt 2022 sieht ein Gesamtvolumen von rund 15 IT- und Cybersicherheit sollen...

Verwaltung zur Verfügung ge-... zur Verfügung stehen. Entsprechend aufzustocken, so dass jetzt insge-

Verwaltung. Im Public Sector auf Herausforderungen Versäumnisse und

Umsetzung beschleunigen. Der Bundeshaushalt 2022 sieht... um 37,5 Millionen... aufgestockt, womit insgesamt rund 51 Millionen

plus von rund 889 Millionen... der Verwaltungen etab-

Der Haushaltsentwurf 2022 be-
tere Umsetzung des Online-

die Verwaltung helfen, von pro-

sich entwickeln. Für das von Nordrhein-

arbeitet. Das ZenDiS soll nányt geregelte IT-Planungsdienstleistungen

Zentrum für digitale Souveränität (ZenDiS): Das ZenDiS soll... Lager statt bei einer finalen

souverän und... die Verwaltung habe die Bundes-... stabilen, resilien-... digitaler Souveränität und

Festival für die Bundesländer...

Folgejahre weitere 3,5 Millio-

Förderung von... die Entwicklung von... Open-Source-Software unter-

Finanzierung für... des Bundes sowie... für die wei-

Souveränität zur Verfügung stehen. Aufgrund... Sonderprogramm... Ôngener Software-Projekte abzule-

Finanzierung für... durch die Bundesregierung... für... Finanzierung... des... finanzieren... durch... 1,828 neue Stel-... für das BMI... die Interoperabilität... vorgesehe-

Herausforderung... Sie werden... durch...... Deutschland 9 €
22. Jahrgang

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Seite 24

...testet 5G-Anwendungen für me-

...anwendung in der Medizinische... beispielsweise... Transport einer Nährstofflösung.

FragDenStaat” stoßen nicht übt scharfe Kritik an der Bundes-

...von 10 Millionen... Umsetzung... Annexerlegen... sowie... der Verwaltungsdigitalisierung auf... digitaler Souveränität und

...zum Thema Open-

Machbarkeitsstudie... wird... zum Open-Source-Einsatz in der Öffentli-

Weitere Informationen... Infos rund um zeit-

mehr Open-Source-Lösun-

...in... Bedarfe des BMI bereitgestellt. Das... digitale Souveränität... insbesondere mit dem Start des... insbesondere... Open-Source-Lösungen für... fördert werden. Wir wollen. Denn die dazu notwendi-

finanziell stärker unterstützen zu... für... insgesamt... Finanzierung... Finanzierung... insgesamt... Finanzierung... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzierung... insgesamt... Finanzieru...
Facts & figures


B2B media

1,250,000+ Page impression / month

7 Websites with editorially created content

75,000+ Registered users

70,000+ Qualified leads generated in 2022

110,000+ Daily newsletter recipients

Social media follower 107,000+

Offer for awareness

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

USPs Focus and Knowhow on Lead generation and nurturing
- Podcast
- Display ads
- Newsletter advertising
- Stand alone mailing
- Company's microsite

Cross industry 110,000+

Daily newsletter recipients

Qualified leads generated in 2022

70,000+

Registered users

75,000+

B2B media with editorially created content
The userbase

Company size
(acc. to number of employees)

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

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

TOPICS

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

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

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

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

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- email invitation to registered users
- reminder email before the conference begins
- social media announcement

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› lead generation

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› magazin layout
› text and production via publishing house
› look & feel from Insider website

SERVICES:
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› 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)

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- thought leadership
- lead generation
- vendor-neutral view

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- 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

### Big Data Insider

<table>
<thead>
<tr>
<th>Topic</th>
<th>DP (d/m)</th>
</tr>
</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>
</tr>
<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>
</tr>
<tr>
<td>Database migration</td>
<td>22.11</td>
</tr>
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</table>

### Data Center Insider

<table>
<thead>
<tr>
<th>Topic</th>
<th>DP (d/m)</th>
</tr>
</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>
</tr>
<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>
</tr>
<tr>
<td>With security - expensive and insufficient</td>
<td>11.10</td>
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</tbody>
</table>

### Cloud Computing Insider

<table>
<thead>
<tr>
<th>Topic</th>
<th>DP (d/m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud identities - manage permissions</td>
<td>26.01</td>
</tr>
<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>
</tr>
<tr>
<td>Shared Responsibility Model - A keystone of cloud security</td>
<td>06.09</td>
</tr>
<tr>
<td>Edge Computing - The new thing after the cloud?</td>
<td>16.10</td>
</tr>
<tr>
<td>Cloud Analytics - Building the intelligent enterprise</td>
<td>22.11</td>
</tr>
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</table>

### DevOps Insider

<table>
<thead>
<tr>
<th>Topic</th>
<th>DP (d/m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensuring Software Quality</td>
<td>22.02</td>
</tr>
<tr>
<td>Software Supply Chain Risks</td>
<td>26.04</td>
</tr>
<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>
</tr>
<tr>
<td>DevOps, quo vadis?</td>
<td>20.12</td>
</tr>
</tbody>
</table>

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

### IT Crisis Prevention
- **IT crisis prevention**
- **Publication Date:** 02.03.

### Asset and License Management
- **Asset and license management**
- **Publication Date:** 04.05.

### Monitoring and Observability
- **Monitoring and observability**
- **Publication Date:** 15.06.

### Remote Management and Support
- **Remote management and support**
- **Publication Date:** 15.07.

### Client Lifecycle Management in 2023
- **Client Lifecycle Management in 2023**
- **Publication Date:** 14.09.

### Domain Networks
- **Domain Networks**
- **Publication Date:** 23.11.

### Open Source Storage - Storage Software at Zero Cost
- **Open source storage - storage software at zero cost**
- **Publication Date:** 01.02.

### Storage Security - How do companies secure their data?
- **Storage security - how do companies secure their data?**
- **Publication Date:** 05.04.

### HDD or SDD?
- **HDD or SDD?**
- **Publication Date:** 10.05.

### Storage for High-Performance Computing and Artificial Intelligence
- **Storage for High-Performance Computing and Artificial Intelligence**
- **Publication Date:** 07.06.

### All-Flash Arrays with NVMe – a chance for new uses cases
- **All-Flash Arrays with NVMe – a chance for new uses cases**
- **Publication Date:** 13.09.

### Hyperconverged Infrastructure
- **Hyperconverged Infrastructure**
- **Publication Date:** 25.10.

---

### Cyberwar
- **Cyberwar**
- **Publication Date:** 13.02.

### Security Anywhere
- **Security anywhere**
- **Publication Date:** 20.03.

### Digital Identities
- **Digital identities**
- **Publication Date:** 17.04.

### Backup and Disaster Recovery
- **Backup and disaster recovery**
- **Publication Date:** 15.05.

### Cyber Risk Management
- **Cyber Risk Management**
- **Publication Date:** 12.06.

### Cloud Native Security
- **Cloud Native Security**
- **Publication Date:** 10.07.

### Quantum Computing and Encryption
- **Quantum computing and encryption**
- **Publication Date:** 11.09.

### Cyberthreats 2024
- **Cyberthreats 2024**
- **Publication Date:** 06.11.

---

Topics and dates may be subject to change during the year. For up-to-date information please contact the sales department.
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High reach through editorial environment.

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

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• editorial message in the newsletter
• newsletter sponsoring
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- 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 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
12 months
service option: profile-care
price / year
2,500 per website on request

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Stand alone mailing

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

All rates are quoted in € excl. VAT

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

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

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

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
DISPLAY-ADVERTISING

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

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

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

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

MAX. FILESIZE:
• 49 KB per element

EXCLUSIVE PLACEMENTS
and

SPECIAL FORMATS
on request!

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

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

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

For conditions please see banner rates (ROS) on page 31
Audience Targeting

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
- CPM\(^1\): 150.- €

\(^1\)CPM: 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>
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<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
MORE SUCCESS FOR YOUR B2B-MARKETING