MEDIA PACK
IT-PROFESSIONALS / B2B
2024
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 1,1 M page impressions, over 620,000 visits and 112,000 newsletter recipients you achieve crossmedial the target group of the IT decision makers in companies, from SMB to enterprise.

## Content

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

Page impression
1,100,000+
/month

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

7 Websites
with editorially
created content

78,000+
Registered
users
Cross industry

85,000+
Qualified leads
generated in
2023

112,000+
Daily newsletter
recipients

Social media
follower
110,000+

110,000+
USPs
Focus and
Knowhow
on
Lead generation and
nurturing

Offer for
awareness

- Podcast
- Banner
- Stand Alone Mailing
- Technical Deep Dives
- Dynamic Company Profiles
- Newsletter ads
- Online Advertorial
- Social Media

Facts & figures

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

The userbase / Position in the company – IT responsibility

- 15% managing director / executive board
- 23% head of department / division manager
- 2% other
- 38% IT manager, professional/administrator
- 22% project- / team leader

The userbase / market sectors (percentage share)

- 7.6% / Public sector
- 7.5% / Education, science, culture, sport, entertainment
- 7.0% / Banks / finance & insurance companies
- 6.5% / Information technology
- 6.5% / Electro technics
- 6.2% / Sale / wholesale / retail
- 6.2% / Automobile industry / vehicle construction / subcontractors
- 5.8% / Energy industry / water industry
- 5.3% / Automation technology / Engineering
- 5.2% / Mechanical engineering
- 5.0% / Healthcare / medical technology
- 5.0% / Transport & logistics
- 4.9% / Chemical industry / Pharmaceutical industry
- 4.6% / Consulting / Services
- 4.2% / Steel- and metal industry
- 3.6% / Cloud / Managed Service Provider / data center
- 3.3% / Main contract work / finishing trade
- 2.4% / Raw material extraction
- 2.1% / media
- 1.1% / other

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 cost, security network, electricity, standards
- Software, hardware, services
- Trends & technology – virtualization, container, automation, IoT, open source, artificial intelligence, cloud, edge, quantum computing
- 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 as a Service (NaaS)
- 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 as a Service
- Regulation
- Security Awareness
- Security for Industry 4.0 and IoT
TOPICS

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

- Memory
- Object Storage
- Software-defined Storage & virtualization
- Storage-as-a-Service
- Storage hardware and software
- Storage management
- Storage networks
- Storage systems
- Hard disks
- Storage security
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
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

**BIGDATA INSIDER**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>AI regulation and certification (importance, current status, examples, outlook)</td>
<td>22.02</td>
</tr>
<tr>
<td>IoT Security: IoT and Cybercrime (Misuse of IoT Devices and Data, Examples, Protective Measures, Convergence IT-OT-IoT-Security)</td>
<td>25.04</td>
</tr>
<tr>
<td>Data lakehouse: definition, structure, benefits</td>
<td>23.05</td>
</tr>
<tr>
<td>Data Mesh: Definition, Structure, Benefits</td>
<td>27.06</td>
</tr>
<tr>
<td>Generative AI in practical use with Big Data</td>
<td>10.10</td>
</tr>
<tr>
<td>Data Catalog as a data hub</td>
<td>21.11</td>
</tr>
</tbody>
</table>

**DATACENTER INSIDER**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Now it’s time: Tips and best practices for the SAP S/4 HANA migration and for users</td>
<td>07.02</td>
</tr>
<tr>
<td>Future IT for data centers - computing with quanta, computational storage, DNA memory, brain acrobatics in the chip, ...</td>
<td>07.03</td>
</tr>
<tr>
<td>AI equipment for data centers - Which hardware, which models, which providers?</td>
<td>02.05</td>
</tr>
<tr>
<td>Data center with waste heat recovery - examples with exemplary function, the limits of feasibility, temperature levels</td>
<td>31.05</td>
</tr>
<tr>
<td>the data center as part of the multicloud</td>
<td>11.07</td>
</tr>
<tr>
<td>Data center management - skills, tools and missteps</td>
<td>10.10</td>
</tr>
</tbody>
</table>

**CLOUDCOMPUTING INSIDER**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Federated Cloud - Coherent, Interoperable and Scalable Ecosystems</td>
<td>25.01</td>
</tr>
<tr>
<td>Security for the multi-hybrid cloud - Simple solutions for complex clouds</td>
<td>21.03</td>
</tr>
<tr>
<td>Cloud availability - Reliable access to cloud services and resources</td>
<td>23.05</td>
</tr>
<tr>
<td>MLOps - Machine Learning in the Cloud</td>
<td>25.07</td>
</tr>
<tr>
<td>Cloud vs. edge vs. data security - shared responsibility at the edge</td>
<td>26.09</td>
</tr>
<tr>
<td>Edge Computing - The New Thing After the Cloud?</td>
<td>28.11</td>
</tr>
</tbody>
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**DEV INSIDER**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coding with AI and for AI</td>
<td>25.01</td>
</tr>
<tr>
<td>Deep Dive into Compilers</td>
<td>28.03</td>
</tr>
<tr>
<td>Immersive User Experience</td>
<td>30.05</td>
</tr>
<tr>
<td>Collaborative Development</td>
<td>25.07</td>
</tr>
<tr>
<td>Decentralised Applications</td>
<td>26.09</td>
</tr>
<tr>
<td>Evolution of Infrastructure as Code</td>
<td>28.11</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.
# Editorial eBooks - topics and publication schedule

**Network as a Service**
- **04.03.**  

**WLAN in the enterprise: Cloud vs. Controller**
- **05.05.**  

**IoT networks overview and comparison**
- **17.06.**  

**Network management in times of AI**
- **22.07.**  

**Hybrid Networking**
- **07.10.**  

**IT-Support & Ticketing**
- **02.12.**  

**Storage at the network edge: Storage for the edge**
- **07.02.**  

**Storage software as an efficiency booster - with and without AI**
- **10.04.**  

**Ransomware protection through Object Lock and WORM**
- **08.05.**  

**Software-Defined Storage - the solution to all storage problems?**
- **05.06.**  

**Digitization and archiving**
- **11.09.**  

**Cloud storage**
- **23.10.**  

**New regulation for data protection and IT security**
- **12.02.**  

**Zero Trust Models for the Hybrid Work Environment**
- **18.03.**  

**Digital identities between man and machine**
- **22.04.**  

**AI and security - partner or adversary?**
- **03.06.**  

**Cyber Resilience for Business**
- **15.07.**  

**OT and IoT threats - industry in cybercrime focus**
- **16.09.**  

**Security awareness and security culture**
- **11.10.**  

---

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
Content hub

A content hub is an individual topic channel, that you can customize to your demands.

CONTENT HUB – PREMIUM:
- exclusive sponsoring package (banner & logo)
- individual content – potential components:
  - expert articles
  - advertorials
  - news
  - interviews
  - product reviews
- download area:
  - whitepaper
  - webinar
  - pdf

Price on request
minimum duration of 6 months
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!
We send your promotional emails to IT decision maker (DACH).

**Stand alone mailing**

**SELECTION OPTIONS ARE:**
- industry
- company size
- function / position in company
- country and area code
- portal

**BASIC SELECTION (IT)**
IT decision maker (DACH)
- cost per mille (CPM) € 350
  - further selection + € 100
    (max. 2 criteria)
Booking volume at least € 4,500 net

All rates excl. VAT
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

SPECIFIKATIONEN FOR TEXT AD:
• Size picture: 300 x 169 px
• Text segmentation:
  • Overline max. 40 characters*
  • Headline max. 60 characters*
  • Body text max. 200 characters*
  • Link text (bottom) max. 60 characters*
• Link (URL)
*incl. blanks

Max. file size 49 KG
Media formats: gif (static), jpg, png

<table>
<thead>
<tr>
<th>Position</th>
<th>1 week per portal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portal</td>
<td>BigData-Insider</td>
</tr>
<tr>
<td></td>
<td>Dev-Insider</td>
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<td>IP-Insider</td>
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<td>DataCenter-Insider</td>
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<td></td>
<td>Security-Insider</td>
</tr>
<tr>
<td>Position 1</td>
<td>2,500</td>
</tr>
<tr>
<td>from Position 2</td>
<td>2,000</td>
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<tr>
<td></td>
<td>3,000</td>
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<tr>
<td></td>
<td>2,500</td>
</tr>
<tr>
<td></td>
<td>3,000</td>
</tr>
</tbody>
</table>

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

All rates quoted in € excl. VAT
ROS – RUN OF SITE:
Ad appears only on the chosen website.

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

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

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

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: 30,000 Impressions
- 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

Price 4,500

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

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

### 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

### 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>Compendium: Crisis-proof data center strategies</td>
<td>23.09</td>
<td>26.08</td>
</tr>
<tr>
<td>Storage</td>
<td>Storage systems - storage for every need</td>
<td>20.11</td>
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