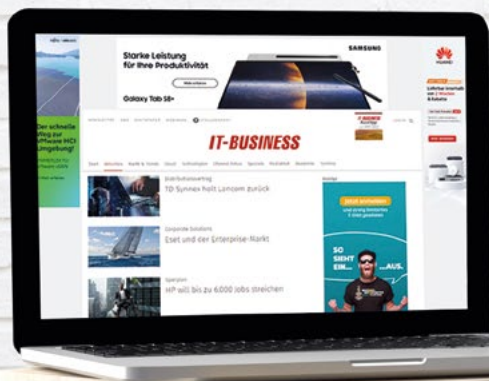


MEDIA PACK  
**2023**

**IT-BUSINESS**  
www.it-business.de



# PUBLISHER'S IMPRINT

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

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

The most important publisher's offers are  
IT-BUSINESS, eGovernment Verwaltung Digital,  
Healthcare Digital, BigData-Insider,  
CloudComputing-Insider, DataCenter-Insider,  
Dev-Insider, IP-Insider, Security-Insider and  
Storage-Insider.

Linked in  XING  FACEBOOK  Instagram



## PUBLISHING HOUSE

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[www.vogel.de](http://www.vogel.de)

## CEO

Werner Nieberle, Günter Schürger, Tobias Teske

## BANK DETAILS

Commerzbank AG  
IBAN: DE37 7908 0052 0309 7717 00

## IT-BUSINESS

Publishing schedule	every two weeks
Day of publication	Monday
Printed circulation	22,350 Ex. (IVW QIII/2022)
Distributed circulation	45,936 Ex. from that 23,788 ePaper (IVW QIII/2022)

Area of circulation	Germany
Internet	<a href="http://www.it-business.de">www.it-business.de</a>
ISSN	1864-0907



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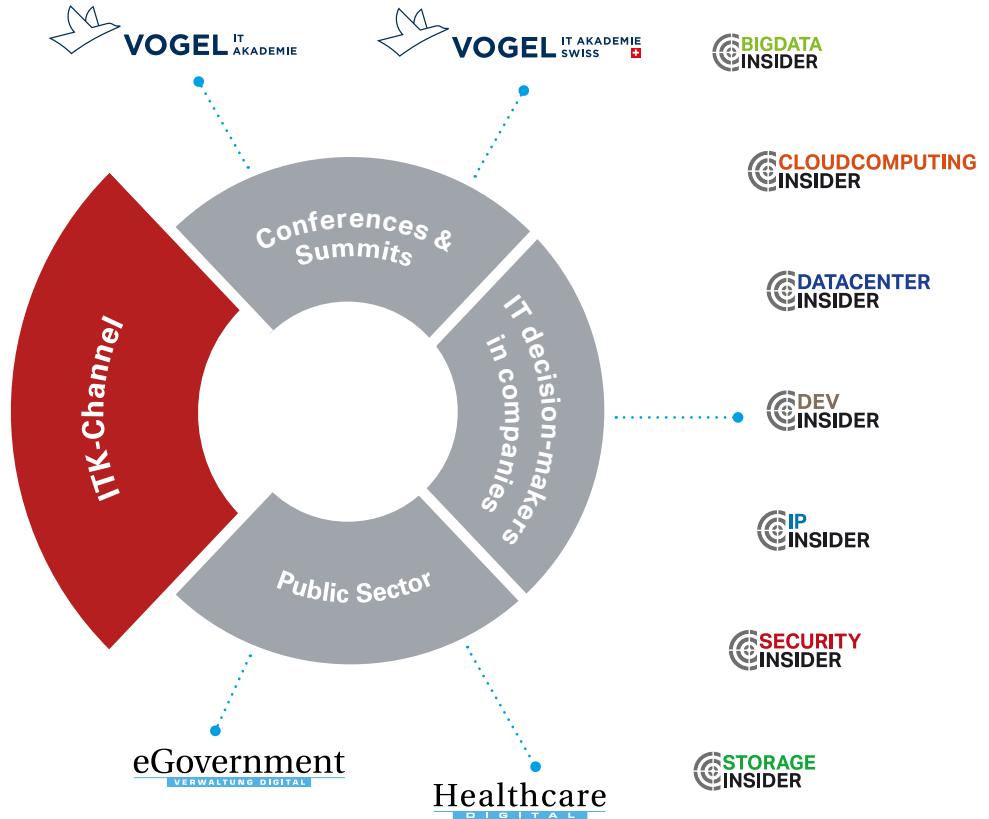
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# IT-BUSINESS

a magazine that sets standards

**„With current specialized news and background reports IT-BUSINESS is an indispensable source of information for the ITC trade.“**

The medium provides for the decision-makers in the ITC market well-founded information. The editors reliably analyze the opportunities and risks of new products, trends and business models. The comprehensive cross-media concept with the highest editorial quality and modern target group management offers maximum market penetration.



# FIGURES, SPECIFICATIONS, FACTS

**700.000+**

page impressions last 12 months

**45.900+**

distributed circulation  
from that  
23.788 ePaper

**24.000+**

newsletter recipients  
twice per day

## Cross media:

- online
- print
- social media
- events

**15.000+**

qualified leads  
generated in 2022

## Social Media:

Facebook 9.260+  
Twitter 14.340+  
Xing 9.510+  
LinkedIn 6.060+  
Instagram 1.620+



**Sylvia Lösel** | Chefredakteurin

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sylvia.loesel@vogel.de

*"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-Publisherin

+49 (0) 821 2177 -300

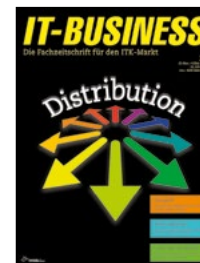
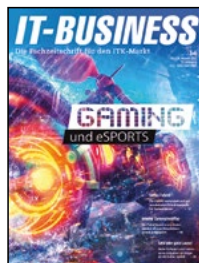
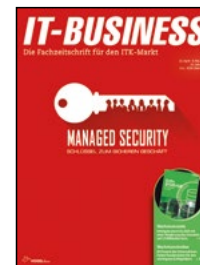
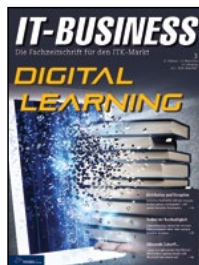
lilli.kos@vogel.de

*"We are pleased to present you our cross-media planner for 2021. Our media concept combines perfection with passion and offers you top performance for your successful channel marketing. Talk to us - our experienced and dedicated media team is always available for a creative and trusting exchange."*

Lilli Kos

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## IT-BUSINESS Channel Fokus\*

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

	Nr.	DP	DD	Channel Guide
January	1	23/01/2023	16/01/2023	
February	2	13/02/2023	06/02/2023	
	3	27/02/2023	20/02/2023	
March	4	13/03/2023	06/03/2023	
	5	27/03/2023	20/03/2023	
April	6	11/04/2023	31/03/2023	Data Storage
	7	24/04/2023	17/04/2023	
May	8	08/05/2023	28/04/2023	Managed Services
	9	22/05/2023	12/05/2023	
June	10	12/06/2023	02/06/2023	IT-Security
	11	26/06/2023	19/06/2023	

## IT-BUSINESS Channel Fokus\*

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

9

	Nr.	DP	DD	Channel Guide
July	12	10/07/2023	03/07/2023	Healthcare Digital
	13	24/07/2023	17/07/2023	
August	14	14/08/2023	07/08/2023	
	15	28/08/2023	21/08/2023	
September	16	11/09/2023	04/09/2023	
October	18	09/10/2023	29/09/2023	IT Security Made in Germany
	19	23/10/2023	16/10/2023	Digital Pact School
November	20	06/11/2023	27/10/2023	AWS Channel Guide
	21	20/11/2023	13/11/2023	
December	22	04/12/2023	27/11/2023	Year calendar 2024
	23	18/12/2023	08/12/2023	IT-BUSINESS HIGHLIGHTS



\*In the Channel Fokus of each issue of IT-BUSINESS, we focus on topics that are currently moving the industry. The big cover story is enriched with expert interviews, voices from the channel, accompanying articles as well as the results of our readers' survey and personal reader statements.  
Find out more about the IT-BUSINESS CHANNEL FOKUS topics of each issue directly with your account manager.  
Subject to change



**2/1-PAGE**

Trim size \*: 460 x 300 mm



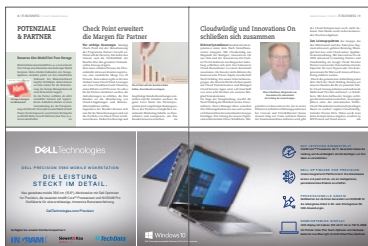
**1/1-PAGE**

Trim size\*: 230 x 300 mm



**JUNIOR PAGE PANORAMA, above compound**

Trim size\*: 308 x 215 mm



**2 X 1/2-PAGE PANORAMA, above compound**

Trim size\*: 460 x 146 mm



**2 X 1/3-PAGE PANORAMA, above compound**

Trim size\*: 460 x 101 mm



**2/3-PAGE PANORAMA**

Trim size\*: 190 x 300 mm

**JUNIOR PAGE**

Trim size\*:  
154 x 215 mm

**1/2-PAGE HORIZONTAL**

Trim size\*:  
230 x 146 mm

**1/2-PAGE VERTICAL**

Trim size\*:  
117 x 300 mm

**1/3-PAGE HORIZONTAL**

Trim size\*:  
230 x 101 mm

**1/3-PAGE VERTICAL**

Trimm size\*:  
84 x 300 mm

\* please add min. 3mm bleed

FRACTIONAL SIZE	BASIC PRICE/EURO
1/1-page	11,900
2/1-page	19,500
COVER PAGES	BASIC PRICE/EURO
2. Cover page	12,900
4. Cover page	14,500

FRACTIONAL SIZE	BASIC PRICE/EURO
Junior page / Hockey	8,500
Junior page panorama	13,800
1/2-page	7,500
1/2-page panorama	11,500
1/3-page	5,500
1/3-page editorial	6,500
2/3-page panorama	8,500

All rates are quoted in EURO excl. VAT

## Advertorial

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

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

### 1/1-PAGE

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

### INPUT

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



### Vier Gründe, weshalb Azure Stack HCI in jeden On-Premises Serverraum gehört!

Neue stellen Unternehmen nach und nach ihre Serverinfrastruktur vom klassischen 3-Tier-Architektur Netzwerk Storage und Compute auf gemeinsame Plattform auf. Auf diese Weise können sie Kosten senken, die Komplexität reduzieren und die Flexibilität erhöhen. Die Azure Stack HCI ist die ideale Lösung für diese Herausforderung.

**Grund 1: Eine Supermarkt von Windows Server 2022**  
Azure Stack HCI ist ein Windows Server 2022, der speziell für die On-Premises-Infrastruktur entwickelt wurde. Er bietet eine einfache und intuitive Benutzeroberfläche, die es ermöglicht, die Infrastruktur zu verwalten und zu optimieren. Die Azure Stack HCI ist eine ideale Lösung für die On-Premises-Infrastruktur.

**Grund 2: Einfache Verwaltung dank Azure Virtual Desktop**  
Mit Azure Virtual Desktop (AVD) können Unternehmen ihre On-Premises-Infrastruktur in die Cloud zu verlagern. Die Azure Stack HCI ist eine ideale Lösung für die On-Premises-Infrastruktur.

**Grund 3: Azure Hybrid Benefit - eine Lösung!**  
Auf der Azure Stack HCI können Unternehmen ihre On-Premises-Infrastruktur in die Cloud zu verlagern. Die Azure Stack HCI ist eine ideale Lösung für die On-Premises-Infrastruktur.

**Grund 4: Substanzieller dank Azure Stack HCI als Host OS**  
Mit Azure Stack HCI erhält die Kunde Hardware, die alles in der Cloud zu verlagern. Die Azure Stack HCI ist eine ideale Lösung für die On-Premises-Infrastruktur.

Mit der Azure Stack HCI können Unternehmen ihre On-Premises-Infrastruktur in die Cloud zu verlagern. Die Azure Stack HCI ist eine ideale Lösung für die On-Premises-Infrastruktur.

Beispiel: Microsoft



### PERFECT MATCH: LG gram Notebooks & Ergo Monitor 27QP88D-B

Die LG Display ist eine der größten Hersteller von Monitoren und Notebooks. Die LG Display ist eine der größten Hersteller von Monitoren und Notebooks. Die LG Display ist eine der größten Hersteller von Monitoren und Notebooks.

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Beispiel: LG

### ADVERTORIAL-SIZE

1/1-Page  
230 x 300 mm

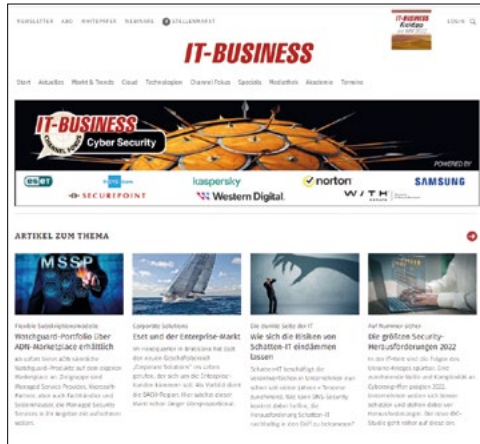
Print + Online

### BASIC PRICE / EURO

11,900

13,900

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 use IT-BUSINESS Channel Fokus format to successfully build up and expand their channel business. To achieve this, we rely on extensive and proven crossmedia modules.

## 5 Reasons why you have to join Channel Fokus

- 1 We establish your position with your channel portfolio all year round and across all types of media.
- 2 You achieve high attention for your solution competence in the channel.
- 3 You reach easier the vendor shortlist of the projects of your partners.
- 4 You benefit of valuable insights into the sentiment of the partner.
- 5 You are in constant dialogue with the channel and you can push your topics.



DATA

ONLINE

OFFLINE

SOCIAL

- The IT market is characterized by a high variety of products and dynamic of rates
- The IT market is indicated of a variety of products and brands. This is why the IT trade needs a source of information that is able to deliver a complete overview of the latest offers.
- IT-BUSINESS Market offers this overview. Compact and efficient – as an integral market part inside IT-BUSINESS.
- This is how to reach the decision-makers in the IT market directly, quickly, uncomplicated and under conditions, which allow generous advertisement for a small budget.



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



1/1-Page  
Trim size\*: 230 x 300 mm

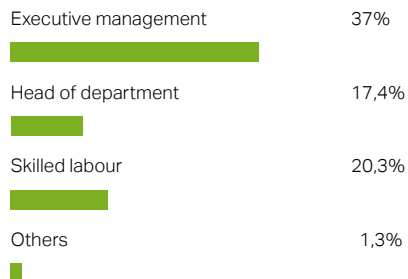


FRACTIONAL SIZE	BASIC PRICE
1/1-Page Seite 230 x 300 mm*	1,900
2/1-Page 460 x 300 mm*	3,200
Cover page 230 x 230 mm*	3,000
U3 230 x 230 mm*	4,900

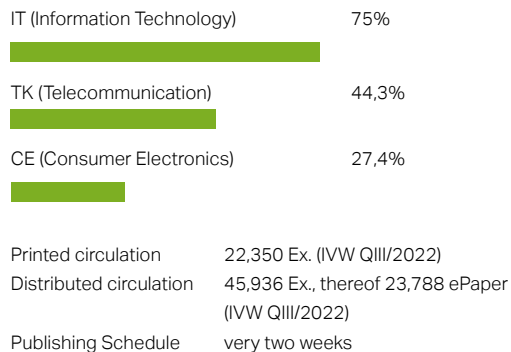
\*please add min. 3 mm bleed

All rates are quoted in EURO excl. VAT

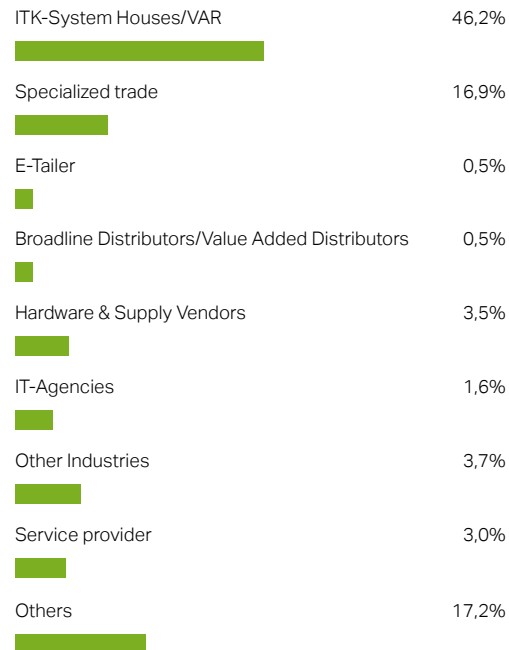
### ■ Position of recipient (multiple naming)



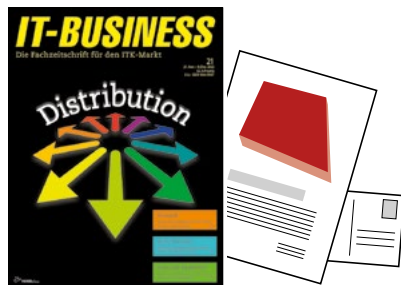
### ■ Product segments (multiple naming)



### ■ Distribution of readership according to business focus



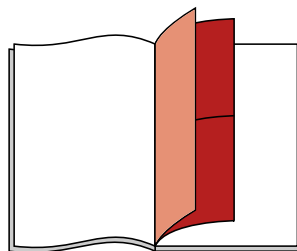
Source: IVW EDA Proof of circulation QII/2021 - QII/2022



#### ■ LOOSE INSERTS

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

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

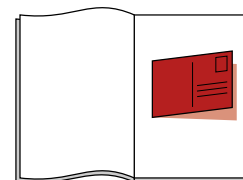


#### ■ BOUND INSERT

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

<b>Min. format</b>	148 x 115 mm
<b>Max. format</b>	230 x 300 mm
<b>Max. thickness</b>	2 mm
<b>Weight</b>	4 pages min. 80g/qm, more than 8 pages min. 50g/qm
<b>Occupancy</b>	complete edition
<b>Guideline</b>	<b>Insert in notebook format:</b> Trim 5 mm (all sides), fold 10mm. <b>File smaller than notebook:</b> Bottom and on the sides trim at the end. On the top addition of 5mm trimm Placement always at the top. <b>More than 4 pages in total:</b> On the top put together; folded in cross
<b>Rate</b>	4 pages 14,900 € 6 pages 16,900 € 8 pages 18,900 €

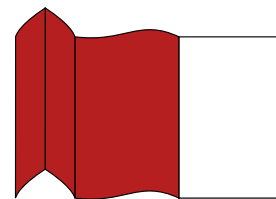
#### ■ AFFIXED PRINTED MATTERS



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

**Price on request**

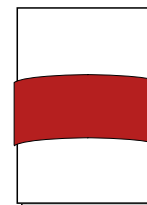
#### ■ GATEFOLDER



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

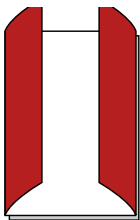
**Price 21,900 €**

#### ■ BELLY BAND



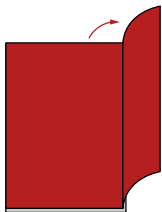
<b>Format</b>	510 x 100 mm + 3 mm trim
<b>Price</b>	23,900 €

#### ■ ALTARFOLDER FRONT PAGE



**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)  
Preis 21,900 €

#### ■ DATE OF ORDER

Deadline see topics + dates (page 8-9)

#### ■ TECHNICAL SPECIFICATIONS

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

#### ■ SAMPLE

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

#### ■ LIABILITY

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

#### ■ DELIVERY

The delivery has to be done on Euro-pallets. Every single pallet has to be marked with details to the amount and the note "IT-BUSINESS\_issue nr\_date"

Please note the dates of delivery:

Loose inserts	3 days prior to copy deadline
Bound Inserts	5 days prior to copy deadline

You receive the detailed delivery modalities after order invoice.

#### ■ DELIVERY ADDRESS

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

# SPECIAL PUBLICATIONS

## ■ CHANNEL-GUIDES

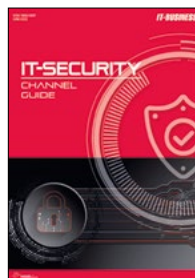
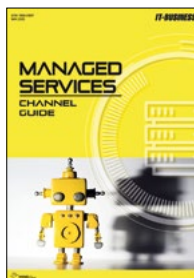
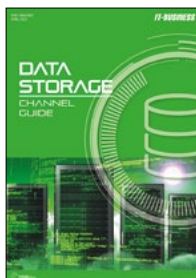
The Channel guides of IT-BUSINESS supply an extensive channel relevant presentation of the most important information on a specialized, important product area. Additionally to basic facts and trends, it also contains a number of overviews, highlights and concrete sales assistance. Because of their reference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

<b>Size</b>	40 pages
<b>Format</b>	DIN A4
<b>Circulation</b>	25,000 copies
<b>Distribution</b>	Readership of IT-BUSINESS, Trade Fairs and Events
<b>Input</b>	3,600 characters incl. blanks and 2 pictures per page, Attribution.

TOPICS	DATE OF ISSUE
Data Storage	april 2023
Managed Services	may 2023
IT-Security	june 2023
Cloud	september 2023

ADVERTISEMENT	BASIC PRICE / EURO
1/1-Page 210 x 297 + 3 mm bleed	7,900
Cover page U2-U4 - 210 x 297 mm + 3 mm bleed	9,000
1/2-Page horizontal 100 x 297 + 3 mm bleed	4,900
1/2-Page vertical 210 x 148 + 3 mm bleed	4,900

All rates are quoted in € excl. VAT



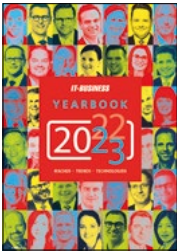
# SPECIAL PUBLICATIONS

## ■ YEARBOOK

»IT-BUSINESS HIGHLIGHTS 2023/24« 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	120 pages
Format	DIN A4
Circulation	25,000 copies
Distribution	Readership of IT-BUSINESS, Trade Fairs and Events
Date of publication	18/12/2023



AD PAGES	RATE / EURO
Company portrait 2 pages	7,500
Cover pages U2 & U3 210 x 297 + 3 mm bleed	9,000
1/1-page 210 x 297 mm + 3 mm bleed	9,000

\*We take over the design of your company portrait with a standardized layout. You only deliver text and picture contents. Please ask your account manager for additional information regarding the process and dates.

## ■ YEAR PLANNER 2024

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	25,000 copies
Distribution	Readership of IT-BUSINESS



LOGOFORMATS	RATE / EURO
70 x 40 mm	1,500
110 x 65 mm	3,000

All rates are quoted in € excl. VAT

DATE	DP
Year Planner 2024	04/12/2023

## ■ 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.

## ■ 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, quadroxplex 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%

# Digital data delivery

## ■ 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/pc files of current layout or illustration software.

## CONTENT

Classic Online Advertising	22 – 23
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## THE INFORMATION PORTAL FOR THE ITC-CHANNEL



**MEDIA FORMATS:**

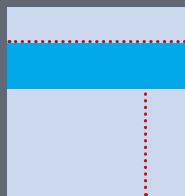
- html5
- gif
- jpg
- png
- Rich Media

**MAX. DATA SIZE:**

- 49 KB per ad

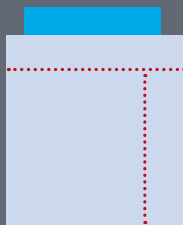
Our banner advertising follows the recommended standards of the coalition for better ads. Our readers benefit is a more enjoyable experience on our pages. Our customers benefit from advertising on banners that are better perceived and achieve a sustainable impact.

**Download:** [Technical Specifications](#)

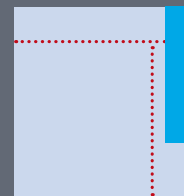
**BILLBOARD**

960 x 250 px

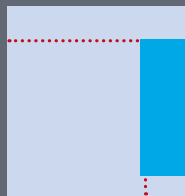
CPM 220

**LEADERBOARD**Standard  
728 x 90 px

CPM 130

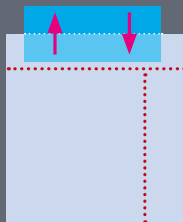
**SKYSCRAPER**Standard  
160 x 600 px

CPM 160

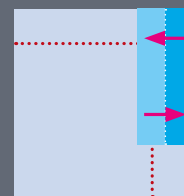
**HALF PAGE AD**

300 x 600 px

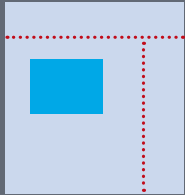
CPM 220

**LEADERBOARD**Expandable  
728 x 90 px  
728 x 210 px

CPM 150

**SKYSCRAPER**Expandable  
160 x 600 px  
160 x 320 px

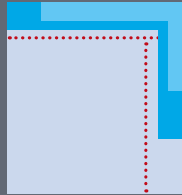
CPM 180



### CONTENT AD

300 x 250 px  
Rectangle / MPU

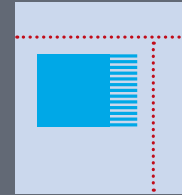
CPM 180



### WALLPAPER

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

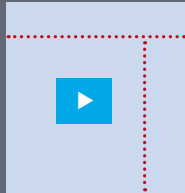
CPM 250



### NATIVE AD

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

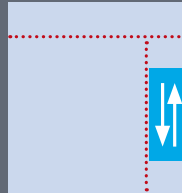
CPM 180



### VIDEO AD

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

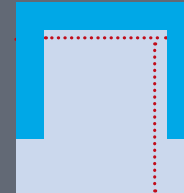
CPM 180



### STICKY AD

(Skyscraper)  
160 x 600 px

CPM 180



### 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 300

#### MEDIA FORMATS:

- html5
- gif
- jpg
- png
- Rich Media

#### MAX. DATA SIZE:

- 49 KB per element

#### ■ Redirect- / Third-Party Advertising

Adserver ist möglich (Haftung liegt beim Kunden)

#### ■ 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.

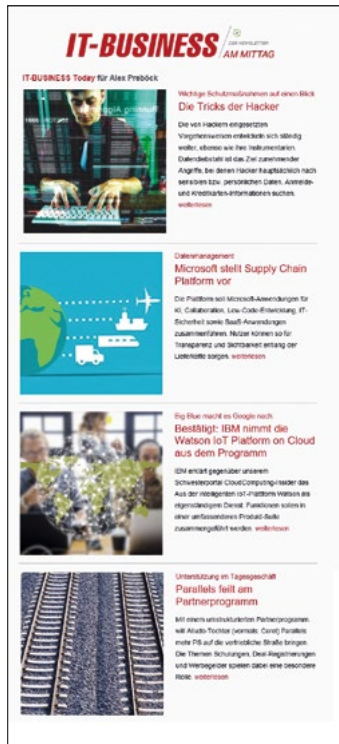
#### ■ Data delivery

Please send your data to your contact person up to three days before the campaign starts or to [banner.vit@vogel.de](mailto:banner.vit@vogel.de).

# Newsletter-Advertisement

## IT-BUSINESS

Newsletter delivery twice/day to registered recipients



## Placements

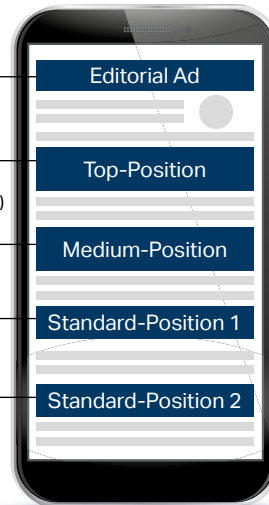
Editorial Ad  
(630 x 140 px)  
or Billboard Ad

Billboard Ad  
(630 x 250 px) or  
XL-Banner (630 x 140 px)

Billboard Ad,  
XL-Banner or Text Ad

Billboard Ad,  
XL-Banner or Text Ad

Billboard Ad,  
XL-Banner or text Ad



## NOTE

Please note that outlook 2007/2010 only shows the first frame of animated GIF banners. Therefore we request to deliver a non-animated banner.

## Spezifikationen for text Ads:

- Size picture: 300 x 300 px
- Max file size: 49K
- File formats: jpg/gif/png (static)
- Max. number of text characters:
  - titel (max. 40)
  - text (max. 250 incl. blanks)

PLACEMENT	BANNER FORMATS	DELIVERY	BASIC PRICE
Editorial Ad	Billboard / XL Banner	morning or midday (Mo–Fr)	2,100
Top-Position	Billboard / XL Banner	morning or midday (Mo–Fr)	2,100
Medium-Position	Billboard / XL Banner / Text Ad	morning or midday (Mo–Fr)	1,600
Standard-Position 1	Billboard / XL Banner / Text Ad	morning or midday (Mo–Fr)	1,200
Standard-Position 2	Billboard / XL Banner / Text Ad	morning or midday (Mo–Fr)	1,000

# QUALIFIED LEAD GENERATION



## LEAD GENERATION

Our comprehensive lead portfolio offers you the right format for all targets of your modern B2B online marketing. We offer you the access to the target group and will be happy to advise you regarding the content and the appropriate placement.

## WHITEPAPER

As part of a campaign specifically created for you, we publish in our whitepaper database your specific information offers with high solution potential and useful value for our readers: e.g. technology studies, market studies, trend analyses, infrastructure concepts, best practices, case studies, checklists, tips & tricks, etc.

## LIVE CAST

With a livecast you reach the readers of our ITC decision maker portals directly and live at your workplace.

# Online Advertorial / Best Practice

Place your advertising message with an advertorial on an exclusive landingpage.

In your individual area you can highlight your advertising message and present yourself as a competent solution provider.

- High coverage due to editorial placement
- Maximum acceptance due to editorial look & feel
- Increased attention due to relevant and informative content

Online Advertorial with leadgeneration	Rate / Euro	Best Practice Online Advertorial	Rate / Euro
<ul style="list-style-type: none"> <li>• banner promotion</li> <li>• single email shot</li> <li>• lead generation (all generated leads incl.)</li> <li>• social media posting package incl.</li> </ul> <p>* Please provide a whitelist (pdf-file) for download</p>	11,900	<ul style="list-style-type: none"> <li>• Teaser on the homepage</li> <li>• Publication in the topic channel "Best Practice"</li> <li>• Publication of your advertorial in the newsletter (sponsored article)</li> <li>• social media posting and promotion</li> </ul>	7,500

All rates are quoted in € excl. VAT

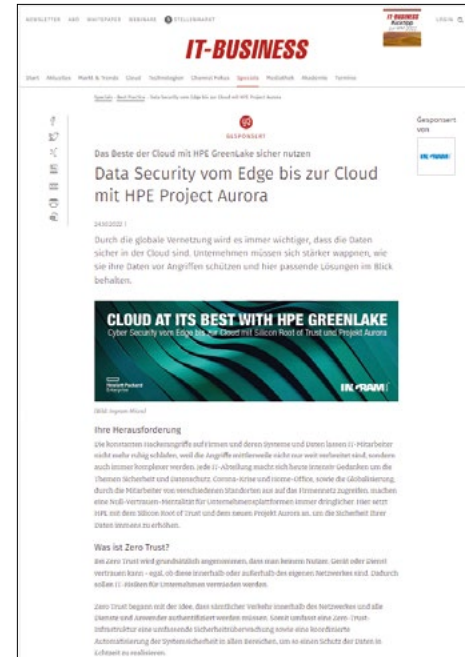
## Social-Media coverage

IT-BUSINESS@twitter with 14,340+ follower

IT-BUSINESS@facebook with 9,260+ fans

IT-BUSINESS@linkedin with 6,060+ members

Status: november 2022



Example: de.ingrammicro.eu

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.

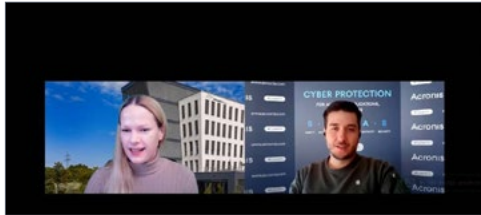


## Whitepaper Premium-Paket

- max. 10 whitepaper for choice
- up to 3 months hosting
- support of lead generation via banner advertisement on website
- reporting
- all generated leads inclusive

Rate 10,500 Euro

# IT-BUSINESS LIVE-CAST



The IT-BUSINESS Live-Cast reaches ICT partners directly and live at their workplace. A successfully established, interactive communication platform enables you to contact your target group directly via the Internet and thus generate the greatest possible attention with your information among an interested audience.

## LIVE-CAST

## RATE / EURO

- 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

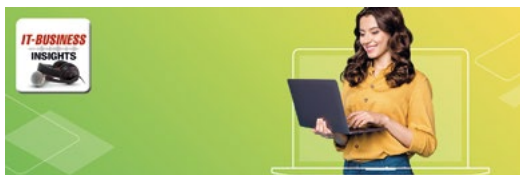
- Introduction of your specialized speaker
- Introduction to theme
- Integration of a survey in your presentation incl. reporting
- Registration website with agenda
- Recording and supply as on demand webcast on IT-BUSINESS.de
- Reporting participants

7,900

no discount available

All rates are quoted in € excl. VAT

# PODCAST



## Social-Media coverage

IT-BUSINESS@twitter with 14,340+ follower

IT-BUSINESS@facebook with 9,260+ fans

IT-BUSINESS@linkedin with 6,060+ members

## YOUR ADVANTAGES

With the IT-BUSINESS podcast as a marketing channel, you can reach ICT partners personally, and in a attention-grabbing and targeted way. Because only those who are interested in the topic will listen to the podcast. The direct approach creates trust and is authentic.

Allow the listeners a look behind the scenes and give good business partners the turn to talk. Podcasts show the uniqueness of your company and enable you to retain existing customers and attract new partners.

## OUR SERVICES

- Production of the podcasts
- Length of the podcast: max. 20 minutes
- Hosting
- Social media promotion

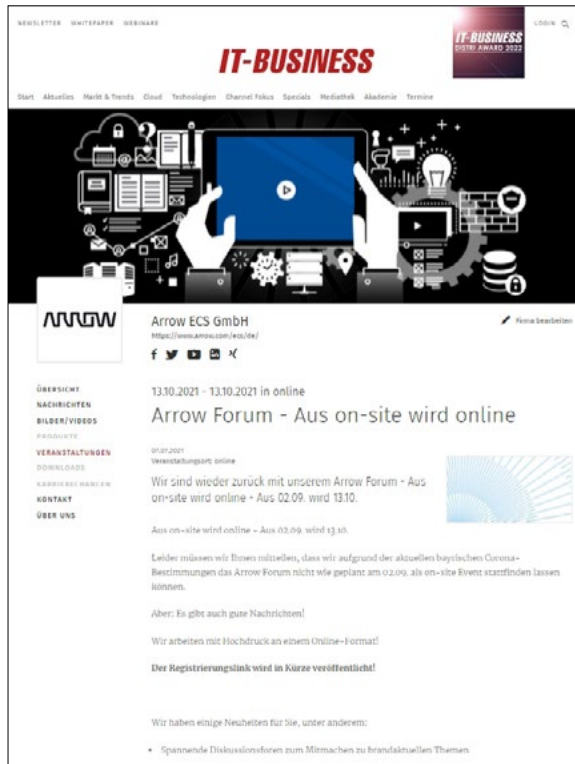
Price: 3,500  
per recording/story

All rates in €, plus VAT



Listen in  
right now!

# EVENTBEWERBUNG



Example: Arrow ECS GmbH

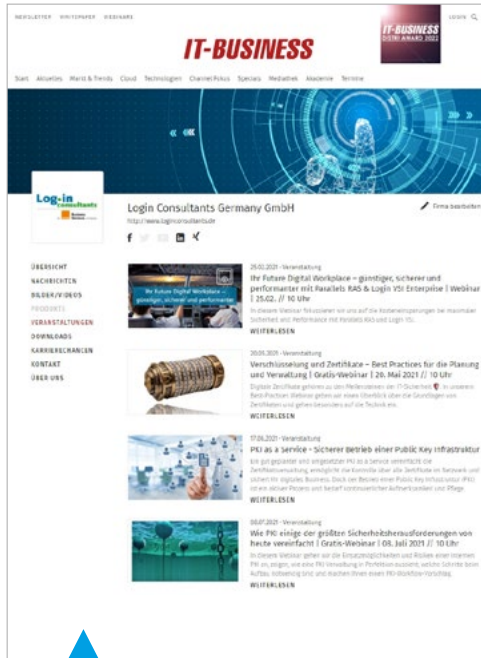
Do you have an event, a trade fair or a special occasion to present in prominent position?

Make use of our event package to attract attention to your event and invite participants via effective marketing tools like premium event insertion, promotion box and newsletter.

EVENT-PAKET	RATE / EURO
<ul style="list-style-type: none"> <li>• 2 weeks promotion box on IT-Business.de</li> <li>• premium event insertion in event calendar               <ul style="list-style-type: none"> <li>- detailed description</li> <li>- link</li> <li>- logo</li> </ul> </li> <li>• Premium company microsite (see description on page 31)</li> </ul>	4,500

All rates are quoted in € excl. VAT

# COMPANY-MICROSITE



Example: Log-In Consultants

The extensive databank with pinpointed search functions offers reliable answers to the question „Who supplies what kind of solutions?“ With your detailed provider's profile you are available with your contacts and an extensive company profile in the ITC trade at any time.

PROFILE	SERVICES	RATE / EURO / YEAR
Basic profile	<ul style="list-style-type: none"> <li>• company address</li> <li>• Logo</li> <li>• Complete contact data</li> <li>• Extensive company's profile</li> <li>• Management contact with photo</li> </ul>	free
Premium profile	<ul style="list-style-type: none"> <li>• Product showroom with photos</li> <li>• Possibility of publication of further photo material</li> <li>• Transmission of press releases about your company</li> <li>• Link to your company's RSS feeds</li> <li>• Publication of relevant topics in the event calendar</li> </ul>	2,900
Service option	<ul style="list-style-type: none"> <li>• Maintenance of your provider's profile</li> </ul>	240

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

# STAND ALONE MAILING

**FIS IT-BUSINESS**

**Die Zukunft der Intralogistik**

Vorträge | Show Cases | Networking  
Sessions | Podiumsdiskussion  
auf dem FIS Logistics Day 15.06.2021

[Neuankunde]

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

**Jetzt anmelden**

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

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

**Jetzt anmelden**

co branded header

top image with headline  
(max. 60 signs)

text

call to action  
linking to your websitetext  
(benefits of your product /solution)call to action  
linking to your website

## BENEFIT FROM MAXIMUM EXCLUSIVITY!

With a stand alone mailing you reach your target group with your message directly into their mailbox.

You just provide the content and the desired clarify the target group and we'll take care of the rest!

## YOUR ADVANTAGES:

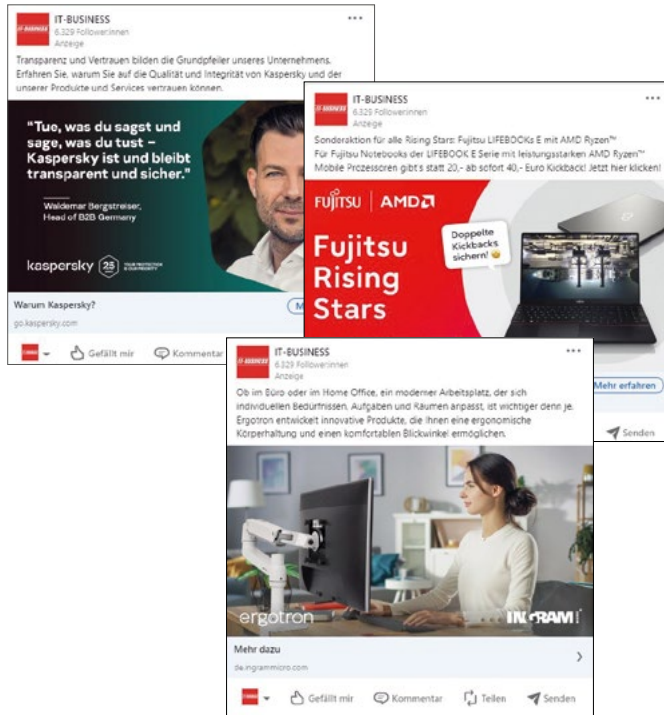
- Attention in a relevant audience
- Qualified traffic to your own website
- Exclusive portrayal without competitors
- Co-branding with media brand
- Low scattering losses

Rate per transmission\* 6,900

6,000 recipients

All rates in €, plus VAT

# AUDIENCE TARGETING



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<sup>1</sup>: 190 €

<sup>1</sup>CPM: Price per 1,000 ad impressions, all prices in EUR plus VAT.

# MARKET RESEARCH

You like to know...

... what your target group thinks?

... what they purchase?

... how they decide?

We provide the basis for the optimization of your product and sales strategy via market research. The users of the Insider portals are questioned via our online market research tool about their products, solutions and services. To reach a representative number of participants the survey is supported with a promotion package on the corresponding website.



Example: Dropbox Online Market Resarch

## Online Market Research

- 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

All rates are quoted in € excl. VAT

14,900

# WE MATCH PEOPLE & TECHNOLOGY

Please look on our website for more information about our events

**[www.vogelitakademie.de](http://www.vogelitakademie.de)**

VIRTUAL EVENTS

CONFERENCES

SUMMITS

# MORE SUCCES FOR YOUR B2B-MARKETING



Vogel IT-Medien GmbH | Max-Josef-Metzger-Str. 21 | D-86157 Augsburg | Tel. +49 (0) 821 21 77-0 | [www.vogel.de](http://www.vogel.de)

**IT-BUSINESS**

eGovernment  
RESOURCES DIGITAL

Healthcare  
HEALTHCARE DIGITAL



**AUTOMOBIL  
INDUSTRIE**

**autoFACHMANN**

**autoKAUFMANN**

**BIGDATA  
INSIDER**

**CLOUDCOMPUTING  
INSIDER**

**DATACENTER  
INSIDER**

**DEV  
INSIDER**

**IP  
INSIDER**

**SECURITY  
INSIDER**

**STORAGE  
INSIDER**

**inke  
KONSTRUKTION**

**blechnet**

**DeviceMed**

**ELEKTRONIK  
PRAXIS**

**elektro  
technik**

**FK Fahrzeug+  
Karosserie**

**GEBRAUCHTWAGEN  
PRAXIS**

**IWW  
INSTITUT**

**kfz-betrieb**

**KFZ  
SCHADEN  
MANAGER**

**konstruktions  
praxis**

**LABOR  
PRAXIS**

**marconomy**  
Marketing und Kommunikation in der Wirtschaft

**MMLOGISTIK**

**MM  
Maschinenbau**

**PharmaTEC**  
Pharmazie, Technik, Politik

**PROCESS**  
Wasser, Wärme, Rohstoffe

**Schüttgut**