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.


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 www.it-business.de
ISSN 1864-0907
“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

<table>
<thead>
<tr>
<th>700,000+ page impressions last 12 months</th>
<th>45,900+ distributed circulation from that 23,788 ePaper</th>
</tr>
</thead>
</table>
| 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+ |
We are pleased to present you our cross-media planner for 2021. Our media concept combines perfection with passion and offers you top performance for your successful channel marketing. Talk to us - our experienced and dedicated media team is always available for a creative and trusting exchange.

Sylvia Lösel | Chefredakteurin
+49 (0) 821 2177 -144
sylvia.loesel@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.”

Sylvia Lösel

Lilli Kos | Co-Publisherin
+49 (0) 821 2177 -300
lilli.kos@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.”

Lilli Kos

Sylvia Lösel
## CONTENT

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<th>p. 8-9</th>
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<tr>
<td>Technical specifications</td>
<td>p. 20</td>
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</table>

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**PRINT**

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**PRINT**
<table>
<thead>
<tr>
<th>Nr.</th>
<th>Channel Guide</th>
<th>DP</th>
<th>DD</th>
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<tbody>
<tr>
<td>January</td>
<td>1</td>
<td>23/01/2023</td>
<td>16/01/2023</td>
</tr>
<tr>
<td>February</td>
<td>2</td>
<td>13/02/2023</td>
<td>06/02/2023</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>27/02/2023</td>
<td>20/02/2023</td>
</tr>
<tr>
<td>March</td>
<td>4</td>
<td>13/03/2023</td>
<td>06/03/2023</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>27/03/2023</td>
<td>20/03/2023</td>
</tr>
<tr>
<td>April</td>
<td>6</td>
<td>11/04/2023</td>
<td>31/03/2023</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>24/04/2023</td>
<td>17/04/2023</td>
</tr>
<tr>
<td>May</td>
<td>8</td>
<td>08/05/2023</td>
<td>28/04/2023</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>22/05/2023</td>
<td>12/05/2023</td>
</tr>
<tr>
<td>June</td>
<td>10</td>
<td>12/06/2023</td>
<td>02/06/2023</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>26/06/2023</td>
<td>19/06/2023</td>
</tr>
</tbody>
</table>
**IT-BUSINESS Channel Fokus**

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

*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*
## All rates are quoted in EURO excl. VAT

### FRACTIONAL SIZE

<table>
<thead>
<tr>
<th>Size</th>
<th>BASIC PRICE/EURO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1-page</td>
<td>11,900</td>
</tr>
<tr>
<td>2/1-page</td>
<td>19,500</td>
</tr>
</tbody>
</table>

### COVER PAGES

<table>
<thead>
<tr>
<th>Page</th>
<th>BASIC PRICE/EURO</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Cover page</td>
<td>12,900</td>
</tr>
<tr>
<td>4. Cover page</td>
<td>14,500</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>ADVERTORIAL-SIZE</th>
<th>BASIC PRICE / EURO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1-Page</td>
<td>11,900</td>
</tr>
<tr>
<td>230 x 300 mm</td>
<td></td>
</tr>
<tr>
<td>Print + Online</td>
<td>13,900</td>
</tr>
</tbody>
</table>

All rates are quoted in EURO excl. VAT
We establish your position with your channel portfolio all year round and across all types of media.

You achieve high attention for your solution competence in the channel.

You reach easier the vendor shortlist of the projects of your partners.

You benefit of valuable insights into the sentiment of the partner.

You are in constant dialogue with the channel and you can push your topics.

5 Reasons why you have to join Channel Fokus

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.
The IT market is characterized by a high variety of products and dynamic of rates.

The IT market is indicated of a variety of products and brands. This is why the IT trade needs a source of information that is able to deliver a complete overview of the latest offers.

IT-BUSINESS Market offers this overview. Compact and efficient – as an integral market part inside IT-BUSINESS.

This is how to reach the decision-makers in the IT market directly, quickly, uncomplicated and under conditions, which allow generous advertisement for a small budget.

<table>
<thead>
<tr>
<th>FRACTIONAL SIZE</th>
<th>BASIC PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1-Page Seite 230 x 300 mm*</td>
<td>1,900</td>
</tr>
<tr>
<td>2/1-Page 460 x 300 mm*</td>
<td>3,200</td>
</tr>
<tr>
<td>Cover page 230 x 230 mm*</td>
<td>3,000</td>
</tr>
<tr>
<td>U3 230 x 230 mm*</td>
<td>4,900</td>
</tr>
</tbody>
</table>

*please add min. 3 mm bleed

All rates are quoted in EURO excl. VAT
### Position of recipient (multiple naming)

- Executive management: 37%
- Head of department: 17.4%
- Skilled labour: 20.3%
- Others: 1.3%

### Product segments (multiple naming)

- IT (Information Technology): 75%
- TK (Telecommunication): 44.3%
- CE (Consumer Electronics): 27.4%

### Distribution of readership according to business focus

- ITK-System Houses/VAR: 46.2%
- Specialized trade: 16.9%
- E-Tailer: 0.5%
- Broadline Distributors/Value Added Distributors: 0.5%
- Hardware & Supply Vendors: 3.5%
- IT-Agencies: 1.6%
- Other Industries: 3.7%
- Service provider: 3.0%
- Others: 17.2%

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

Printed circulation: 22,350 Ex. (IVW QII/2022)
Distributed circulation: 45,936 Ex., thereof 23,788 ePaper (IVW QII/2022)
Publishing Schedule: very two weeks
**LOOSE INSERTS**
Printed matter (e.g. sheets, cards, mailing leaflets, prospects) which are enclosed in carrier publication.

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

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

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

**Rate**
- 4 pages: 14,900 €
- 6 pages: 16,900 €
- 8 pages: 18,900 €

**AFFIXED PRINTED MATTERS**
- 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**
- Format: 510 x 100 mm
- + 3 mm trim
- **Price**: 23,900 €
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

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 €

SPECIAL FORMS OF ADVERTISING
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.

**Size** 40 pages
**Format** DIN A4
**Circulation** 25,000 copies
**Distribution** Readership of IT-BUSINESS, Trade Fairs and Events
**Input** 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
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.

»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  9,000
210 x 297 + 3 mm bleed
1/1-page 210 x 297 mm + 3 mm bleed  9,000

LOGOFORMATS  RATE / EURO

70 x 40 mm  1,500
110 x 65 mm  3,000

DATE DP
Year Planner 2024  04/12/2023

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.

All rates are quoted in € excl. VAT
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, quadroplex have to be separated in CMYK.

PICTURE RESOLUTION
60 raster units, 300 dpi

PRINTING COLOURS
Only use printing colours of the european colour scale (Euro scale) for offset print in DIN 16539. Only use original control stripes for copies and print in all colours, which correspond to the BVD-Fogra-standard.

PROOF
The proof should be made on circulation paper or paper with similar surface and colouring. Corrections without proof are to be marked

INCREASE OF TONE QUALITY
The tolerances of increase of tone quality in print are 40%-area +/-3% // 80%-area +/-2%

DATA DELIVERY
1. Label the file/folder as follows: ITB_Client_Issue (Example: ITB_IBM_0914)

2. Transmission of data:
   • by email  dispo.vit@vogel.de
   • FTP Server  193.158.250.101
     Login: ftpuser
     Password: vit

FILE FORMATS
Please send print optimized pdf files or open mac/pc files of current layout or illustration software.
<table>
<thead>
<tr>
<th>CONTENT</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classic Online Advertising</td>
<td>22–23</td>
</tr>
<tr>
<td>Newsletter Advertising</td>
<td>24</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>25</td>
</tr>
<tr>
<td>Online Advertorial</td>
<td>26</td>
</tr>
<tr>
<td>Whitepaper</td>
<td>27</td>
</tr>
<tr>
<td>Live-Cast</td>
<td>28</td>
</tr>
<tr>
<td>Podcast</td>
<td>29</td>
</tr>
<tr>
<td>Promotion of your event</td>
<td>30</td>
</tr>
<tr>
<td>Company-Microsite</td>
<td>31</td>
</tr>
<tr>
<td>Stand alone mailing</td>
<td>32</td>
</tr>
<tr>
<td>Audience Targeting / Social Media Post</td>
<td>33</td>
</tr>
<tr>
<td>Market research</td>
<td>34</td>
</tr>
</tbody>
</table>
Our banner advertising follows the recommended standards of the coalition for better ads. Our readers benefit from a more enjoyable experience on our pages. Our customers benefit from advertising on banners that are better perceived and achieve a sustainable impact.

Download: Technical Specifications

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

**MAX. DATA SIZE:**
- 49 KB per ad

**BILLBOARD**
- 960 x 250 px
- CPM 220

**LEADERBOARD**
- Standard
  - 728 x 90 px
  - CPM 130
- Expandable
  - 728 x 90 px
  - 728 x 210 px
  - CPM 150

**SKYSCRAPER**
- Standard
  - 160 x 600 px
  - CPM 160
- Expandable
  - 160 x 600 px
  - 160 x 320 px
  - CPM 180

**HALF PAGE AD**
- 300 x 600 px
- CPM 220

**LEADERBOARD**
- Expandable
  - 728 x 90 px
  - 728 x 210 px
  - CPM 150

**All rates are quoted in € excl. VAT**
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: max. 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.

All rates are quoted in € excl. VAT
**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

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

**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.

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

Cost per CW in morning or midday delivery in €, excl. VAT
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

<table>
<thead>
<tr>
<th>Rate / Euro</th>
<th>Best Practice Online Advertorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,900</td>
<td>Rate / Euro</td>
</tr>
<tr>
<td></td>
<td>Best Practice</td>
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<tr>
<td></td>
<td>Online Advertorial</td>
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<tr>
<td>7,500</td>
<td>Rate / Euro</td>
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</table>

- banner promotion
- single email shot
- lead generation (all generated leads incl.)
- social media posting package incl.

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

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

Example: de.ingrammicro.eu

Status: november 2022
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
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.

<table>
<thead>
<tr>
<th>LIVE-CAST</th>
<th>RATE / EURO</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Duration of conference:</td>
<td>7,900</td>
</tr>
<tr>
<td>• approx. 1 hour + 15 min. soundcheck</td>
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<td>• approx. 1 hour + 15 min. soundcheck</td>
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<tr>
<td>• Announcing advertisement in IT-BUSINESS</td>
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<td>• 1 week presence in newsletter IT-BUSINESS</td>
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<tr>
<td>• e-mailing to registered participants of IT-BUSINESS</td>
<td>7,900</td>
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<tr>
<td>• Promotion on IT-BUSINESS social media channels</td>
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<tr>
<td>• Introduction of your specialized speaker</td>
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<tr>
<td>• Introduction to theme</td>
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<tr>
<td>• Integration of a survey in your presentation incl. reporting</td>
<td>7,900</td>
</tr>
<tr>
<td>• Registration website with agenda</td>
<td></td>
</tr>
<tr>
<td>• Recording and supply as on demand webcast on IT-BUSINESS.de</td>
<td>no discount available</td>
</tr>
<tr>
<td>• Reporting participants</td>
<td></td>
</tr>
</tbody>
</table>

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PODCAST

YOUR ADVANTAGES
With the IT-BUSINESS podcast as a marketing channel, you can reach ICT partners personally, and in an 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

Social-Media coverage
IT-BUSINESS@twitter with 14,340+ followers
IT-BUSINESS@facebook with 9,260+ fans
IT-BUSINESS@linkedin with 6,060+ members

Listen in right now!
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**

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

<table>
<thead>
<tr>
<th>EVENT-PAKET</th>
<th>RATE / EURO</th>
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<tbody>
<tr>
<td></td>
<td>4,500</td>
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</table>

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

<table>
<thead>
<tr>
<th>PROFILE</th>
<th>SERVICES</th>
<th>RATE / EURO / YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic profile</td>
<td>• company address</td>
<td>free</td>
</tr>
<tr>
<td>Premium profile</td>
<td>• Logo&lt;br&gt;• Complete contact data&lt;br&gt;• Extensive company’s profile&lt;br&gt;• Management contact with photo&lt;br&gt;• Product showroom with photos&lt;br&gt;• Possibility of publication of further photo material&lt;br&gt;• Transmission of press releases about your company&lt;br&gt;• Link to your company’s RSS feeds&lt;br&gt;• Publication of relevant topics in the event calendar</td>
<td>2,900</td>
</tr>
<tr>
<td>Service option</td>
<td>• Maintenance of your provider’s profile</td>
<td>240</td>
</tr>
</tbody>
</table>

Example: Log-In Consultants

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

BENEFIT FROM MAXIMUM EXCLUSIVITY!
With a stand alone mailing you reach your target group with your message directly into their mailbox. You just provide the content and the desired clarify the target group and we'll take care of the rest!

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

Rate per transmission* 6,900
6,000 recipients

All rates in €, plus VAT
Reach B2B users from the IT-BUSINESS network on the Social media channels (Facebook, LinkedIn) and in the google display networks.

- Increased awareness via repeated addressing in the social media channels
- Cross-device playback
- Low waste of contacts, as only users are addressed, who are interested in one specific topic
- Support with the content implementation

PROCEDURE:
1. Users deal with their areas of interest on IT-BUSINESS.de
2. These users in particular see your content / banner on the partner sites of our Google Display Network.
3. This is how you reach exactly your target group.
4. In addition, we support your campaign by placing your advertising (posting) on our social media channels

PLACEMENT & PRICE:
- Google AdWords + social media channels IT-BUSINESS
- Minimum booking volume: 20,000 AI
- Duration: 1 week
- CPM1: 190 €

1CPM: Price per 1,000 ad impressions, all prices in EUR plus VAT.
You like to know...

...what your target group thinks?
...what they purchase?
...how they decide?

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

**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
MORE SUCCES FOR YOUR B2B-MARKETING