

# DIGITAL BUSINESS

EXPERTENMAGAZIN FÜR DIGITALE TRANSFORMATION

No. 04 | Valid from October 1<sup>st</sup> 2024

## MEDIA KIT 2025



**WIN**  
VERLAG

WIN-Verlag GmbH & Co. KG



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Photos: shutterstock.com / AdobeStock

# TITLE PORTRAIT

Over 28 years on the market

## BRIEF DESCRIPTION:

The magic word on the way to becoming a digital and smart company is 'orientation': we live in a world of fundamental transformation. In companies, automation and 'thinking machines' are replacing human tasks and jobs at an ever faster pace. In future, this will fundamentally change the demands placed on organisations and their employees - at a time when managers also have to deal responsibly with major risks as well as political and social challenges.

### New: AI-INSight and Security-INSight

In addition to vision, courage and creativity, small and medium-sized companies in particular need support as well as an overview and categorisation of the technologies and platforms that are right for them. Our magazine provides precisely this orientation. From practice for practice. As the 'expert magazine for digital transformation', DIGITAL BUSINESS has been providing intensive and focused coverage of the use of innovative products and solutions as well as current technological developments by experienced specialist authors from practice, consulting and science for around 30 years. With sections such as 'AI-INSight' and 'Security-INSight', we take a particularly in-depth look at two key topics.

## Increasing the value of your company

With each issue, we aim to provide our readers with the best possible support in maintaining and increasing the value of their company. Our content focuses on the quantifiable benefits of digital technologies in day-to-day business, at the interface between production, marketing, sales and service - with a constant eye on the customer. We do this with a fresh, benefit-oriented look that conveys our content in a convincing and readable way. Our basic journalistic approach is hands-on, critical, appreciative, understandable, humane, balanced and fair. Specifically, the magazine focuses on the following core areas of digitalisation in focus areas, INSights, dossiers, reports, features, interviews and special articles:

- Digital transformation
- Business strategy
- Artificial intelligence
- Cloud computing
- Technology: Automation, ERP, CRM
- IT security
- Human resources

## VOLUME ANALYSIS:

2023/2024 = 288 pages (5/2023 - 4/2024)	
Journal format:	DIN A4
Total number of pages:	288 pages
Editorial section:	226 pages
Advertising section:	62 pages

## CONTENT ANALYSIS EDITORIAL SECTION:

2023/2024 = 288 pages (5/2023 - 4/2024)	
of which total editorial pages:	226 = 100%
Digital transformation	54 = 23.9%
Cloud	32 = 14.2%
Cognitive technologies	32 = 14.2%
Human Resources	30 = 13.3%
Security	20 = 8.5%
Industry 4.0, IoT	10 = 4.4%
CRM	10 = 4.4%
Data centres	10 = 4.4%
Digital Customer Journey	8 = 3.5%
Business Models	8 = 3.5%
Start-ups	6 = 2.6%
Other	6 = 2.6%



**Print Advertising**



**Event  
Promotion**



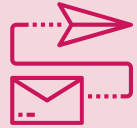
**Online  
Advertising**



**Tutorial Videos**



**Newsletter**



**Direct Mailings**



**Podcasts**



**Whitepaper**



**Webinar**



**Social Media**



# ADVERTISING WITH A STRONG BRAND



**Special Issues**



**SEO Service**



**Lead Packages**



**Corporate  
Publishing**



**Event  
Newsletter**

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# TARGET GROUP

DIGITAL BUSINESS has accompanied the development of digitisation in companies for more than 28 years. The magazine provides cross-sector information on the use and effects of new technologies on business processes and management. The human side of digital transformation is also a core topic in the magazine, the rapid and profound change in business and society is illuminated from many sides.

## TARGET GROUP:

- Managing directors/board members
- Marketing and sales managers
- IT, EDP and product managers
- CIOs
- HR managers
- Managing directors in trade, industry and healthcare
- COOs
- Students



**HR managers**



**Managing directors/  
board members**



**Marketing and  
sales managers**



**IT, EDP and  
product managers**



**HR managers**



**Students**



**.5-2.5 h**

time readers spend on average with one issue



**95 %**

also use digital media of the  
DIGITAL BUSINESS



**56 %**

are between  
30 and 59 years old



**55 %**

make the purchase decision  
alone



**17,884**

p.M. unique visitors  
(Status: Jan. 2024)



**37,005**

p.M. Page Impressions  
(Status: Jan. 2024)



**2.000**

copies  
distributed circulation



**30,683**

ePaper distribution  
via stand-alone mailing



Q3/24



**11,517**

Social media follower

**DIGITAL BUSINESS**  
EXPERTENMAGAZIN FÜR DIGITALE TRANSFORMATION

**Facts & Figures**



ePaper distribution  
per issue:

**176,981\***



**11,175**

subscribers to the weekly  
newsletter



**178.981**

Distributed circulation  
Print + ePaper

Sources: WIN-Verlag reader survey 2023/2024, IVW, Google Analytics

\* consisting of:

- Editorial newsletter recipient
- Change dispatch (e-mail) IVW
- Events (digital) IVW
- Receipt issue (digital) IVW
- Online kiosks IVW
- Social media

Print advertising rates

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# DISTRIBUTION PRINT & ONLINE

## Our media reach

### DISTRIBUTION DIGITAL BUSINESS

Our magazines are characterised by a high digital distribution. Through the cooperation with specialised partners we have constantly developed the circulation and accessibility of our magazines. Our readership therefore benefits from content that can be accessed anywhere and at any time.

For DIGITAL BUSINESS this means that we can send our ePaper edition to an address pool of around 30,683 recipients - at least 15,000 copies per issue.

We understand the digital transformation not only in the content of our magazines as an opportunity. We are also developing distribution of our high-quality content in line with the advances in digital distribution. A good example of this are our social media portals as well as the reader kiosks of Lufthansa and Star Alliance partners as well as leading hotel groups, where we generate new followers every day.



# TIMETABLE AND TOPIC PLAN

In each issue of the DIGITAL BUSINESS you will find the following core topics:

**AI insight, BigData, Business Intelligence, Business Process Management, Cloud Computing, Consulting, Digital Health, Data Centers, Digital Strategies, Digitale Transformation, DMS, Document Management, Enterprise Content Management, Enterprise Resource Planning, Hosting, Industry 4.0, Infrastructure, Integration, Internet of Things, Mobile Devices, Security, Server Systems, System and Network Management**

Dates	Core Themes	Specials	Other topics	Top Events ( <a href="#">more information online</a> )
<b>01/25</b> <b>DOP: 13/02/25</b> ED: 15/01/25 AD: 28/01/25 MD: 30/01/25	<b>Gen AI</b>	<b>ERP</b> <b>Security INSight</b> (incl. expert talk)	<ul style="list-style-type: none"> <li>- The modern data centre</li> <li>- Document management</li> <li>- CRM/Chatbots</li> <li>- Logistics / Supply Chain</li> <li>- Cloud solutions</li> <li>- Sustainability</li> <li>- CRM</li> <li>- HR technology</li> </ul>	11-13/03/25 <b>LogiMAT</b> , Stuttgart 31/03-04/04/25 <b>HMI</b> , Hannover
<b>02/25</b> <b>DOP: 03/04/25</b> ED: 05/03/25 AD: 18/03/25 MD: 20/03/25	<b>Digital Health</b>	<b>Security INSight</b> <b>Green IT</b> (incl. expert talk)	<ul style="list-style-type: none"> <li>- Future Technologies</li> <li>- Cloud Solutions</li> <li>- Financing</li> <li>- ERP</li> <li>- Data Management</li> <li>- Start-ups</li> <li>- AI</li> <li>- HR</li> </ul>	08-10/04/25 <b>DMEA</b> , Berlin May 25 <b>Cloud Expo</b> , Frankfurt

**DOP:** date of publication, **ED:** editorial deadline, **AD:** advertising deadline, **MD:** materials deadline



Dates	Core Themes	Specials	Other topics	Top Events (more information online)	
<b>03/25</b> <b>DOP: 10/06/25</b> ED: 07/05/25 AD: 20/05/25 MD: 22/05/25	<b>Quantum computing</b>	<b>Security INSight AI (incl. expert talk)</b>	<ul style="list-style-type: none"> <li>- Sustainability</li> <li>- Document management</li> <li>- Data center infrastructure</li> <li>- Mobility</li> <li>- Automation</li> <li>- 5G</li> <li>- Connectivity</li> <li>- HR technology</li> </ul>		
<b>04/25</b> <b>DOP: 31/07/25</b> ED: 02/07/25 AD: 15/07/25 MD: 17/07/25	<b>CRM</b>	<b>Security INSight Digital Health (incl. expert talk)</b>	<ul style="list-style-type: none"> <li>- Document management</li> <li>- AI/Chat/GPT</li> <li>- ERP</li> <li>- ECM</li> <li>- RPA</li> <li>- HR-Technology</li> <li>- Green IT</li> <li>- HR</li> <li>- Digital Health</li> </ul>	September September September	<b>DigitalX</b> , Cologne <b>Deutscher IT-Security Kongress</b> , Osnabrück <b>Internet Security Days</b> , Cologne
<b>05/25</b> <b>DOP: 30/09/25</b> ED: 01/09/25 AD: 12/09/25 MD: 16/09/25	<b>Automation</b>	<b>Security INSight (incl. expert talk Supply Chain) Cloud Solutions</b>	<ul style="list-style-type: none"> <li>- Smart Factory /</li> <li>- Digital twin</li> <li>- Logistics</li> <li>- AR/VR</li> <li>- AI</li> <li>- Back-up and storage solutions</li> <li>- 3D printing</li> <li>- ECM</li> <li>- HR</li> </ul>	07-09/10/25	<b>it-sa</b> , Nuremberg

Dates	Core Themes	Specials	Other topics	Top Events (more information online)
<b>SH</b> <b>DOP: 30/09/25</b> ED: 01/09/25 AD: 12/09/25 MD: 16/09/25	<b>Sonderheft Security</b> API security, Cloud-Security, Cybersecurity, E-Mail-Security, Firewall, Malware, Pentesting/Ethical Hacking, Service & Secure Unified Endpoint Management, Insurance, Worst-Case-Best Practice, 360 degree security			07-09/10/25 <b>it-sa</b> , Nuremberg
<b>06/25</b> <b>DOP: 19/11/25</b> ED: 21/10/25 AD: 03/11/25 MD: 05/11/25	<b>Smart Office</b>	<b>Security INSight</b> (incl. expert talk Technology trends 2025)	<ul style="list-style-type: none"> <li>- Start-ups</li> <li>- Data center</li> <li>- Software development</li> <li>- Document management</li> <li>- Sustainability</li> <li>- CRM</li> <li>- AI</li> <li>- ERP</li> <li>- HR</li> <li>- Digital Health</li> </ul>	

# ADVERTISEMENT PRICE LIST FOR PRINT

Size	Print Space	Bleed	Basic Price b/w	2C	3C	4C
<b>2/1 pages</b>	390 x 266	420 x 297	€ 8,530.00	€ 9,170.00	€ 9,860.00	€ 10,600.00
<b>U2 extra</b>	390 x 266	420 x 297	€ 9,220.00	€ 9,990.00	€ 10,600.00	€ 11,330.00
<b>1/1 page</b>	180 x 266	210 x 297	€ 4,600.00	€ 4,950.00	€ 5,330.00	€ 5,730.00
<b>2/3 page</b>	high	118 x 266	135 x 297			
	horizontal	180 x 175	210 x 195	€ 3,760.00	€ 3,940.00	€ 4,240.00
<b>2 x 1/2 page, across two pages (Panorama)</b>	-	420 x 147	€ 5,920.00	€ 6,360.00	€ 6,860.00	€ 7,360.00
<b>2/3 across two pages (Panorama)</b>	-	150 x 297	€ 4,520.00	€ 4,860.00	€ 5,240.00	€ 5,620.00
<b>2 x 1/3 page, across two pages (Panorama)</b>	-	420 x 105	€ 4,290.00	€ 4,620.00	€ 4,980.00	€ 5,340.00
<b>Junior Page across two pages (Panorama)</b>	-	300 x 212	€ 6,420.00	€ 6,900.00	€ 7,390.00	€ 7,960.00
<b>Juniorpage</b>	132 x 187	150 x 212	€ 3,380.00	€ 3,630.00	€ 3,890.00	€ 4,190.00
<b>1/2 page</b>	high	90 x 266	105 x 297			
	horizontal	180 x 130	210 x 147	€ 2,960.00	€ 3,180.00	€ 3,430.00
<b>1/3 page</b>	high	58 x 266	75 x 297			
	horizontal	180 x 86	210 x 105	€ 2,260.00	€ 2,430.00	€ 2,620.00
<b>1/4 page</b>	high	42 x 266	52 x 297			
	horizontal corner field	180 x 65 90 x 130	210 x 74 105 x 147	€ 2,020.00	€ 2,170.00	€ 2,340.00
<b>1/8 page</b>	high	42 x 130	-----			
	horizontal	90 x 60	-----	€ 1,210.00	€ 1,310.00	€ 1,400.00
				€ 1,500.00		

Other forms of advertising on request.

All advertising offers of the print magazine include the distribution as ePaper.

## SURCHARGES FOR PLACEMENT:

- **15 % surcharge** for 4th cover page (back cover)
- **10 % surcharge** for 2nd, 3rd cover page, content and editorial
- **10 % surcharge** for placement request

## SURCHARGES FOR FORMATS:

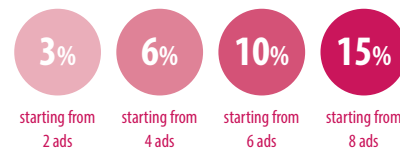
Advertisements in bleed/across gutter at no additional cost.

## DISCOUNTS

In the case of purchase within one insertion year (beginning with the publication of the first advertisement).

We grant up to 15% AE on all advertisements made via an advertising or media agency. This excludes orders relating to cooperation with Jobware.

## Number Scale



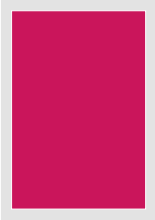
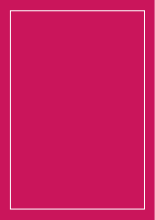
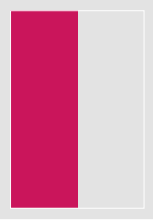
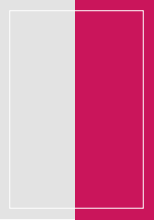
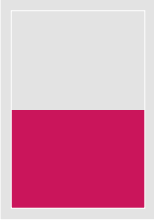
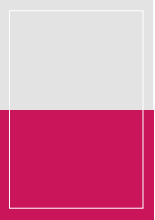
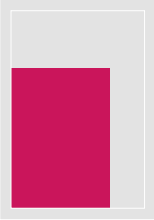
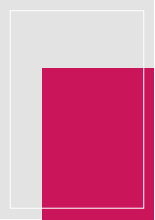
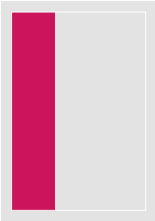
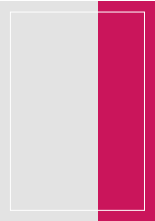
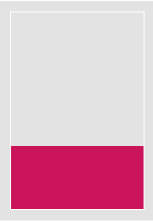
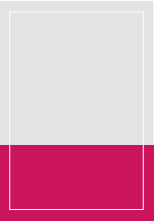
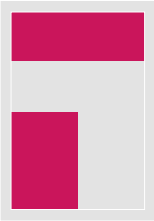
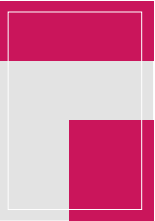
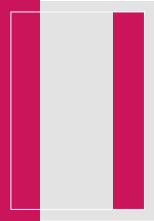
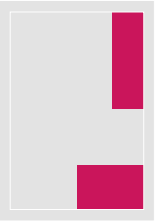
## Quantity Scale



# AD FORMATS

## Sample formats for our print ads

Bleed formats plus 3 mm trim on all sides.

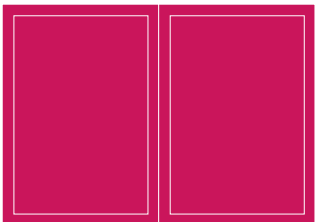
							
<b>1/1:</b> 180 x 266	<b>1/1:</b> trim size 210 x 297	<b>1/2 high:</b> 90 x 266	<b>1/2 high:</b> trim size 105 x 297	<b>1/2 horizontal:</b> 180 x 130	<b>1/2 horizontal:</b> trim size 210 x 147	<b>Juniorpage:</b> 132 x 187	<b>Juniorpage:</b> trim size 150 x 212
							
<b>1/3 high:</b> 58 x 266	<b>1/3 high:</b> trim size 75 x 297	<b>1/3 horizontal:</b> 180 x 86	<b>1/3 horizontal:</b> trim size 210 x 105	<b>1/4 horizontal:</b> 180 x 65	<b>1/4 horizontal:</b> trim size 210 x 74	<b>1/4 high:</b> trim size 52 x 297	<b>1/8 high:</b> 42 x 130
				<b>1/4 corner:</b> 90 x 130	<b>1/4 corner:</b> trim size 105 x 147	<b>1/4 high:</b> 42 x 266	<b>1/8 horizontal:</b> 90 x 60

\*Special formats on request

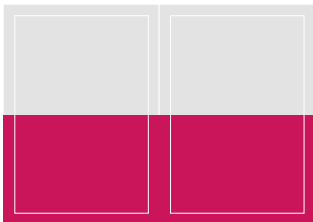
# ADDITIONAL AD FORMATS

## Sample formats for our print ads

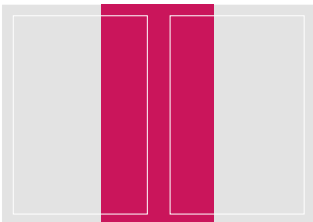
Bleed formats plus 3 mm trim on all sides.



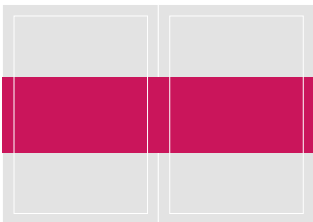
**2/1 or U2 Extra:**  
trim size 420 x 297



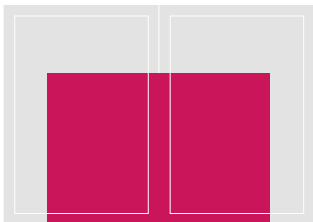
**2 x 1/2 page, across two pages  
(Panorama):**  
trim size 420 x 147



**2/3 across two pages (Panorama):**  
trim size 150 x 297



**2 x 1/3 page, across two pages  
(Panorama):**  
trim size 420 x 105

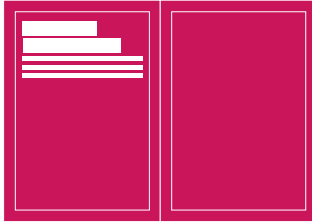


**Junior Page across two pages  
(Panorama):**  
trim size 300 x 212

\*Special formats on request

# ADVERTORIALS

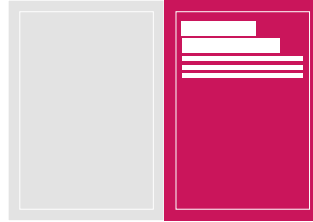
## Editorial ads



**2/1 page:**

**max.** 7,000 characters  
(incl. spaces) + 2-3 images  
(If a QR code is to be integrated,  
the number of characters or the  
number of images is reduced)

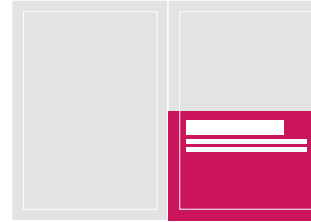
**€ 7,300.00**



**1/1 page:**

**max.** 3,500 characters  
(incl. spaces) + 1-2 images

**€ 3,850.00**



**1/2 page:**

**max.** 1,800 characters  
(incl. spaces) + 1 picture

**€ 2,500.00**

**Please note** that the deadline for submission of advertorial texts is the editorial deadline.

According to European copyright law, it is mandatory to name the photographer and the rights holder.  
Please consult the responsible editor in each case.





# ADVERTISEMENTS (TECHNICAL DATA)

## Technical Data Print

### MAGAZINE FORMAT:

Booklet format: 210 mm x 297 mm  
Type area: 180 mm x 266 mm  
Bleed: 3 mm on all sides

### PRINTING AND BINDING METHODS, PRINTING DOCUMENTS:

Offset printing, saddle stitch binding.

#### Printing Material:

Data in PDF/X3 format,  
other data formats on request.  
Colour profile: ISO Coated v2 300% of ECI  
([www.eci.org](http://www.eci.org))

All colour elements have to be created in 4c according to Euroscale (CMYK), special colours, e.g. HKS or Pantone, are not possible.  
Tone value variations may occur within the tolerance range of the offset process.

#### Data Transmission:

E-mail to [Auftragsmanagement@win-verlag.de](mailto:Auftragsmanagement@win-verlag.de)

Setting costs and the preparation of the print-ready data are charged at cost price. Further information on data transfer on request via ad disposition.

### DATES:

frequency of publication: 6x a year plus one special issue  
publication dates: see timetable and topic plan

### YEAR:

volume 29, 2025

### PUBLISHER:

#### Address:

WIN-Verlag GmbH & Co. KG  
Chiemgaustr. 148,  
81549 München

#### Internet:

[www.digitalbusiness-magazin.de](http://www.digitalbusiness-magazin.de)

#### Publishing Management:

Martina Summer (responsible)  
Phone: +49 (0) 89/3866617-31  
E-mail: [martina.summer@win-verlag.de](mailto:martina.summer@win-verlag.de)

### TERMS AND CONDITIONS:

All contracts are based on our General Terms and Conditions, which are available at [win-verlag.de/agb](http://win-verlag.de/agb).

### PRIVACY POLICY:

You can find our privacy policy online at:  
[win-verlag.de/datenschutz](http://win-verlag.de/datenschutz).

### TERMS OF PAYMENT:

All prices are subject to the statutory value added tax.  
Invoices are due 30 days after receipt of invoice at the latest.  
VAT ID no. DE813744143.

#### For foreign customers:

Bank transfer free of charge for the beneficiary.  
Advance payment.

#### Bank details:

Kreissparkasse Munich Starnberg Ebersberg  
Bank Account No. : 496 208,  
BLZ: 702 501 50  
IBAN: DE86 7025 0150 0000 4962 08  
BIC/SWIFT-Code: BYLADEM1KMS

# MARKETPLACE PRINT

## Supplier overview



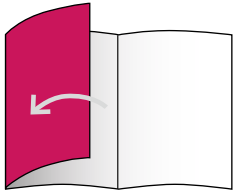
## SUPPLIER AND SERVICE PROVIDER MARKET

Booking for 12 months (print + online).

An entry consists of the company logo (min. 300 dpi), the address and a short description (max. 500 characters incl. spaces).

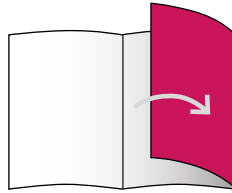
**Annual price: € 1,420.00**

# SPECIAL ADVERTISING FORMATS



## Cover with folded front cover

The page that folds out to the left is connected to the cover page. 4-sided. The production is carried out by the publisher.



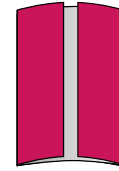
## Cover with folded back cover

The page that folds out to the right is connected to the back cover page. 4-sided. The production is carried out by the publisher.



## Cover flap

1/1 page is placed half over the title and half over the back cover. The production is carried out by the publisher.



## Cover double gate fold

Title can be expanded to the left and right. 2-sided. The production is carried out by the publisher.

## ANNIVERSARY

Celebrate your anniversary with us, we support you!

Interview, advertorial, editorial contribution

PRICE ON REQUEST

## JOB MARKET

Advertisement in our job market on request.

PRICE ON REQUEST

\*In addition to the advertising possibilities mentioned above, we also offer individual communication solutions for our customers. From individual special issues to target-group-specific industry supplements to cross-media campaigns. Our slogan „We take care of the integration of solutions“ is not just empty words. **Do not hesitate to contact us about your ideas.**

Technical data and prices for all special forms of advertising on request.

Talk to our Production Department about how your special forms of advertising can be realised in further processing. Please clarify this before the production of your advertising form.

# DOSSIER

## Sponsoring to generate leads

### WHAT IS A DOSSIER?

A summary of previously published editorial articles on a trend topic, then the dossier is published as a whitepaper behind a registration. Do you currently have no content of your own, but are looking for interested parties on this trend topic? Then become a sponsor of a dossier, so you can position yourself with high-quality content and generate qualified leads.

### LEAD SPONSORSHIP CAMPAIGN PROCESS WITH A DOSSIER:

We create the editorial dossier and all associated advertising material for you. During the campaign period of three months, accompanying advertising measures are implemented to draw the attention of your target group to your topic. In doing so our media consultants select suitable measures to ensure the success of the campaign. The download of a dossier is only possible after registration.

### YOUR LEAD FEATURES:

With a lead sponsorship you receive the following data: Name, e-mail address, telephone number, job title, department, career level, industry, company with address, company size and interest in the topic.

### GUARANTEED LEADS FOR YOU:

As part of a dossier campaign, you have the option of booking a package with 75 leads or 120 leads. Each additional lead can be purchased at the end of the campaign.

Your benefit:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- No expenses for the creation of whitepapers or advertising material
- Each lead passes a qualification process so that we can ensure the high quality of the information
- All leads have a valid declaration of consent for advertising contact

### PRICES:

75 LEADS € 4,500.00

120 LEADS € 6,000.00

# ONLINE

## ACCESS CONTROL:

Google Analytics

## ACCESS:

**Unique visitors:** 17,884 (Jan. 2024)  
**Page impressions:** 37,005 (Jan.2024)  
**Follower Social media:** 11,517 (status quo Sept. 24)  
**Newsletter:** 11,175 subscribers, weekly newsletter  
**Stand-alone newsletter:** up to 27,875 recipients, price on request

**EXTERNAL ADSEVER USE:** Google Ad Manager

## TERMS OF PAYMENT:

30 days after receipt of invoice. VAT ID No.: DE813744143.  
For foreign customers: Bank transfer free of charge for the beneficiary.  
Advance payment. Bank account: Kreissparkasse München Starnberg  
Ebersberg, account no. : 496 208, bank code: 702 501 50,  
IBAN: DE86 7025 0150 0000 4962 08, SWIFT-BIC: BYLADEM1KMS

## ONLINE DISCOUNTS

### Number Scale\*

5%

ab 8x

10%

ab 16x

12%

ab 24x

15%

ab 32x

20%

ab 40x

\*No discounts are transferred from print ads

## DATA DELIVERY:

Five working days before the start of the campaign by e-mail:  
*Auftragsmanagement@win-verlag.de*

**File formats for banners:** GIF, PNG, JPEG or html5

The activation is always Monday 0:00 o'clock, the booking period has to be at least seven days.

### Online-Advertorial technical specification:

**Headline, text, 1-2 images, link text, link**

**Text:** min. 750 to max. 4,000 characters

**Images:** Aspect ratio 3:2, width at least 1,000 pixels.

Sources must be quoted for all images.

### Text display technical specification:

40 characters header, 60 characters headline, up to 300 characters body text

**Image size:** 300x169 pixels.

### Company profile:

**Format:** jpg or png

**Color space:** RGB. Images in CMYK colour space may result in different colors online.

**Cover picture:** Format 3:1, minimum resolution 1200x400 pixel

**Logo:** To ensure good quality in all views, the longer edge of the logo must have at least 200 pixel.

The logo is supplied either square or in a 16:9 image format and filled with white space.

**Article/product images:** 16:9 format, minimum resolution 300x169 pixel

**Picture galleries:** Format 3:2, minimum resolution of 880x586 pixel

Other formats are possible, but will be filled with a grey background in the image gallery of the company profile.

**Keywords:** 30

# DISPLAY-ADVERTISING / BANNER ADVERTISING

## Prices & Formats

The formats marked with \*  
cannot be played on mobile devices.  
Please provide us with a half-page ad here.

### LEADERBOARD\*

Positioned above the  
header



**Size:** 728 x 90 px  
**File size:** max. 50 kB  
**Media:** jpg, gif, png, HTML5\*, iFrame,  
standard tag

€ 530.00 per week

### BILLBOARD AD\*

Placement directly under  
the site navigation



**Size:** 960 x 250 px  
**File size:** max. 80 kB  
**Media:** jpg, gif, png, HTML5\*, iFrame,  
standard tag

€ 950.00 per week

### WALLPAPER\*

Covers the top right edge  
of the page with  
a clickable, colored  
background

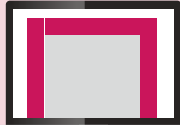


**Size:** 728 x 90 px (top)  
160 x 600 px (bottom)  
**File size:** max. 50 kB per file  
**Media:** jpg, gif, png, HTML5\*, iFrame,  
standard tag + Hexcode for back-  
ground

€ 1.785.00 per week

### BRANDGATE\*

Consisting of top  
element and two  
skyscrapers



**Size:** 980 x 90 px (head) +  
1.200 x 90 px (head)  
2x 160 x 600 px (left + right)  
**File size:** max. 50 kB je Datei  
**Media:** jpg, gif, png, HTML5\*, iFrame,  
standard tag + Hexcode for back-  
ground

€ 2.100.00 per week

### SKYSCRAPER\*

Right next to the  
website



**Size:** 120 x 600 px  
or 160 x 600 px  
**File size:** max. 50 kB  
**Media:** jpg, gif, png, HTML5\*, iFrame,  
standard tag

€ 430.00 per week

### EXPANDABLE SKYSCRAPER\*

Opens to the side as  
soon as it is touched  
with the mouse



**Size:** 160 x 600 px (open)  
420 x 600 px (closed)  
**File size:** max. 50 kB per file  
**Media:** jpg, gif, png, HTML5\*

€ 520.00 per week



# DISPLAY-ADVERTISING / BANNER ADVERTISING

## Prices & Formats

### CONTENT AD

Placement directly in content



**Size:** 300 x 250  
**File size:** max. 50 kB  
**Media:** jpg, gif, png, HTML5\*, iFrame, JavaScript, standard tag

€ 290.00 per week

### HALFPAGE AD

Placement directly in content



**Size:** 300 x 600 Pixel  
**File size:** max. 50 kB  
**Media:** jpg, gif, png, HTML5\*, iFrame, JavaScript, standard tag

€ 630.00 per week

### NATIVE AD

Image + text (similar to an editorial teaser), Placement directly in content



**Text:** max. 50 characters (incl. spaces)  
optional header  
(max. 30 characters incl. spaces)  
**Image size:** 300 x 300 pixels, (lower third of the image without text)  
**File size:** max. 50 kB  
**Media:** jpg, gif, png

€ 630.00 per week

### SCROLL AD

Placement directly in content



**Size:** 960 x 600 Pixel  
**File size:** max. 80 kB  
**Media:** jpg, gif, png  
**Background color:** as hexadecimal code  
**Color for demarcation:** as hexadecimal code

€ 2,415.00 per week

### VIDEO AD XL

Placement directly in content



**Length of the video:** max. 15 seconds  
**Size:** Playout in 16:9 format  
**File size:** max. 4 MB  
**Media:** MPG, MPEG, WMV, AVI

€ 630.00 per week



Im Browser öffnen

## DIGITAL BUSINESS

EXPERTENMAGAZIN FÜR DIGITALE TRANSFORMATION

### Newsletter



DSAG-Technologietage 2024

#### Vision und Realität in der Technologie zusammenbringen

Die DSAG-Technologietage der Deutschsprachigen SAP-Anwendergruppe e. V. (DSAG) vom 6. bis 7. Februar 2024 im Congress Center in Hamburg standen unter dem Motto „Black Box – from Vision to Reality“. Bei dem Event diskutierten die Teilnehmer aktuelle technologische Entwicklungen und damit verbundene Herausforderungen.

[weiterlesen](#)

Anzeige



#### BME-eLÖSUNGSTAGE 2024 für Einkäufer in Düsseldorf

Vom 14.-15. Mai 2024 finden im Areal Bühler in Düsseldorf die 15. BME-eLÖSUNGSTAGE. Mit einer Kombination aus Keynotes hochrangiger Experten aus der Praxis, Fachvorträgen, Workshops und Round Tables sowie einer großen Fachmesse für eProcurement-Lösungen sind die eLÖSUNGSTAGE eine Pflichtveranstaltung für alle, die die Digitalisierung ihres Einkaufs vorantreiben wollen. [Mehr Informationen und Anmeldung unter www.bme.de/eLoesungstage](#)



Personalentwicklung

#### Wie Unternehmen ein Upskilling erreichen

Laut einer Studie der Learning-Engagement-Plattform Masterplan.com sind zwei Drittel der Unternehmen im DACH-Raum nur mittelmäßig bis schlecht auf die Zukunft vorbereitet. Die wichtigsten Herausforderungen bei der Personalentwicklung sind der Mangel bei Mitarbeitenden, [relevante Fähigkeiten](#)

**SUBSCRIBE**

Partnerschaft

Unicon und Rangee kooperieren für

# NEWSLETTER

## Advertising possibilities in our weekly newsletter

Reach: 11,175 subscribers



### Text display with image (TextAD):

40 characters header, 60 characters headline, up to 300 characters continuous text

Image size: 300x169 pixels

€ 680.00

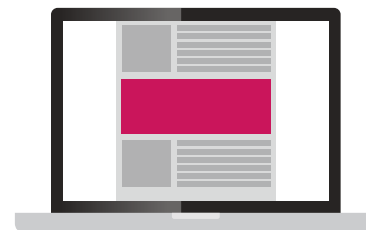


### Superbanner\*

630 x 140 px

\*no animated banners possible

€ 950.00



### Billboard Ad

630 x 250 px

€ 1.040.00

### SPECIAL NEWSLETTER DATES:

We have planned special newsletters for the following trade fairs and topics across the publishing house:

- Artificial Intelligence (AI) (monthly)
- Whitepaper Newsletter (quarterly)
- LogiMAT 18/02/25
- Hannover Messe 10/03/25
- ees + EM-Power Europe Smarter E / Intersolar 09/04/25
- transport logistic 13/05/25
- FachPack 02/09/25
- Motek 16/09/25
- it-sa 16/09/25
- formmext 28/10/25
- SPS 04/11/25

# EVENT PROMOTION

## Events, seminars, webinars, roadshows

Events are a popular marketing tool, offer an efficient opportunity to introduce new products and create new customer contacts. **Generate additional registrations for your event, webinar, demos or online training!**

This will give you a reach of well over 25,000 potential visitors/participants to whom you can offer your invitation to the event.

EVENT-PAKET PRICE: € 1,750.00

### CONTENTS:

**Reach:** well over 25,000 recipients.

The **event package** includes concretely:

- **Event ad in editorial newsletter** (max. 300 characters incl. spaces, 40 characters, header, 60 characters heading, up to 300 characters continuous text, image size 300 x 169 pixel), image and link directly to your registration form.
- The description text (max. 4,000 characters) is available as **online advertorial**, with a link to the registration form (depending on platform 15,000 - 25,000 page impressions per month). The article is also published via our social media channels (depending on the magazine 10,000 - 20,000 followers).
- The advertorial is also played as a teaser in the **event channel** of the selected magazine.



# STAND-ALONE-EMAIL & STAND-ALONE-EMAIL+

Stand-alone email is a campaign-related form of advertising that is usually sent only once.

We offer you the choice of selecting only our own newsletter addresses or booking the entire address base of our media network.

The basis for the below mentioned **maximum reach of over 121,202 recipients** is our magazine target group.

With Email+, we can also meet your individual requirements, i.e. you can make further adjustments to the target group, such as company size or industry sector.

When using this form of advertising, the owner of the address sends the stand-alone email on behalf of the company making the booking. In other words, the sender is the owner of the address and not the advertising company. Due to the fact that the advertising company is mentioned exclusively in the email, the level of attention is very high.

Your benefit in detail:

- Traffic for your landing page without large detours
- Low scattering losses due to very vertical addresses
- High level of attention in the target group
- Exclusive presentation of the company
- Image transfer by using our magazine title in the header of the email

Needless to say, all our addresses and those of our partners comply with the strict provisions of the German Data Protection Act (GDPR).

## QUANTITY SCALE

10,000	€ 4,190.00
20,000	€ 7,490.00
30,000	€ 10,990.00
40,000	€ 13,990.00

**Larger quantities on request.**

However, prices and reach may vary in the event of additional restrictions or a change in target group.

**You will receive the technical specifications from our sales team.**



# ONLINE ADVERTORIALS + ADVERTORIAL PACKAGESS

Are you already benefiting from the power of online advertorials?

Online Advertorials can be advertised via various other online media, thus increasing the number of readers significantly. For this reason, we offer you various complementary methods to increase the traffic on your online advertorial.

The application takes place via our weekly newsletter. For you this means around 11,175 subscribers of our newsletter, who will also be presented with the Online Advertorial placed on our website. You will receive a direct link to it.

As an additional advertising measure, we offer you the opportunity to advertise your sponsored post using our social media channels.

As part of our advertorial packages, we also offer to publish your advertorial in the print and ePaper edition. We are referring here to the maximum possible editorial reach that you can make use of.



## OUR PACKAGE PRICES:

<b>Online-Advertorial News+</b> Publication of your online advertorial on <a href="http://www.digitalbusiness-magazin.de">www.digitalbusiness-magazin.de</a> for one month (min. 500 – max. 4,000 characters + two images), additionally advertised via our weekly newsletter.	<b>€ 1,545.00</b>
<u>2,000 additional characters each with one picture</u>	<b>€ 249.00</b>
<b>Online-Advertorial Social+</b> (As previously described for Online-Advertorial News+, also displayed on our social media channels and played on the respective website, text max. 4,000 characters)	<b>€ 2,100.00</b>
<b>Advertorial Package Premium</b> (Online-Advertorial Social+ and additional publication of the advertorial in the print and ePaper edition, 1/1 page advertorial (3,200 characters print + max. 4,000 characters online))	<b>€ 4,650.00</b>
<b>Advertorial Package Premium+</b> Same as Advertorial Package Premium, but with 2 pages of advertorial (6,500 characters print + max. 8,000 characters online plus image)	<b>€ 7,100.00</b>



# ONLINE SPECIALS+

## Whitepapers & Podcasts

### WHITEPAPER\*:

Whitepaper for 3 months for download incl. leads (image + teaser text)

**Standard:** with promotion of the white paper by **€ 2,180.00**

- 2 text ads in the newsletter of your choice (image + text)
- + 6 weeks Medium Rectangle-Banner (300 x 250 px) on the website
- + 1 presence in the whitepaper newsletter

**Large:** with promotion of the whitepaper by **€ 3,360.00**

- 5 text ads in the newsletter of your choice (image + text)
- + 1 Online Advertorial
- + 8 weeks Medium Rectangle-Banner (300 x 250 px) on the website
- + 1 presence in the whitepaper newsletter

Dispatch of the WP is included in our special whitepaper quarterly newsletter for further promotion.

\* We can automatically scale the images if they are delivered in the correct size ratio when they are delivered. Please deliver in 16:9 format.

### POSTS:

Event calendar of events per event **€ 190.00**  
(logo 300 px wide + text)

### SEO-SERVICE:

SEO-optimization of print and online articles up to 4,000 characters (incl. blanks, ca. 1 page text) **€ 439.00**

### TUTORIAL VIDEOS:

We produce and distribute your tutorials on demand.



# LEAD PACKAGES+

## Win new customers plus increase awareness

With our publisher's lead packages, we offer our customers awareness and leads in one package. For example, the advert can be combined with a whitepaper download or the newsletter can be combined with an online advertorial and a defined number of leads. So you can do one thing with a lead package without leaving out the other.

We only deliver MQ leads, i.e. marketing-qualified leads that are not yet qualified to make a sales call. However, you have the prospect's permission to send them further information and thus convert the MQL into an SQL (sales-qualified lead) in just a few steps.

Leads are usually generated via electronic mailings in which interested parties are offered a whitepaper from our customer. By downloading the whitepaper the interested party releases their data and permission for further contact by our customer. All leads supplied by us therefore meet the high requirements of the GDPR.

We generate these lead addresses from our own address database or together with partners in our media network, depending on the quantity and required depth of information.

All our cooperation partners guarantee - as we do compliance with the legally prescribed data protection regulations according to the GDPR.

A lead address contains at least the following information:

Company name, address, company size, first name, surname, job function, e-mail, telephone number.

Should you require further information, we can provide this for an additional charge. We will be happy to provide you with a detailed offer.



# LEAD PACKAGES

According to the reader target group of the DIGITAL BUSINESS CLOUD you will receive guaranteed MQ leads

**100**  
Leads

## MQ-Leads - Premium 100

**Package includes:**

- 1 Stand-Alone Newsletter
- Marketplace entry:  
12 months Print + Online
- 2 Newsletter text ads with  
your whitepaper
- Online-Advertorial Social +
- Halfpage ad (300 x 60 px) 2 weeks

**€ 13,600.00**

**75**  
Leads

## MQ leads – Premium 75

**Package includes:**

- 1 Stand-Alone Newsletter
- Marketplace entry:  
12 months Print + Online
- 2 Newsletter text ads with  
your whitepaper
- Online-Advertorial Social +
- Halfpage ad (300 x 60 px) 2 weeks

**€ 11,500.00**

**50**  
Leads

## MQ leads – Premium 50

**Package includes:**

- 1 Stand-Alone Newsletter
- Marketplace entry:  
12 months Print + Online
- 2 newsletter text ads with  
your whitepaper
- Online-Advertorial Social +

**€ 9,800.00**

Differing quantities to our lead packages and special requests on request!

Your advantages:  
**Leads +  
Online Activity =**



Measurable results of your  
marketing strategy



Guaranteed lead volume  
in accordance with the  
German General



Data Protection Regulation  
(GDPR)



Increased awareness  
for your company

# LEAD PACKAGES

## Standard Whitepaper

### LEAD CAMPAIGN WHITEPAPER

Are you looking for new contacts for your marketing or sales? Then our classic 'Lead Campaign' is just right for you. You will receive the contact details of our users who have read your whitepaper. We help you create suitable content and provide you with a binding lead guarantee.

### HOW DOES A LEAD CAMPAIGN WITH A WHITEPAPER WORK?

Your whitepaper will be published on one of our specialist portals after it has been checked. During the campaign period of three months, accompanying advertising measures are implemented to draw the attention of the target group to your topic. Your media consultants will select suitable measures to ensure the success of the campaign. The whitepaper is only accessible to the user after registration - of course, this is done in compliance with GDPR. The lead is then available for you in our customer center.

### WHICH LEADS ARE INCLUDED?

With the lead campaign, you receive a 'business card contact' consisting of: Name, contact details, job title, department, career level, industry, company with address and company size. We provide in advance a lead guarantee depending on the topic. The campaign includes up to 100 leads, each additional lead can be purchased afterwards.



### YOUR BENEFITS:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- Every lead goes through a qualification process so that we can ensure high quality of the information.
- All leads have a valid declaration of consent.
- Leads are GDPR-compliant and can be accessed via our customer center.
- Your media consultant will ensure the success of the campaign for the entire 3-month period.

# LEAD PACKAGES

## Lead Campaign Webinar

### LEAD CAMPAIGN WEBINAR

Are you looking for new contacts for your marketing or sales? Then our classic 'Lead Campaign' is just right for you. You will receive the contact details of our users who have registered for your webinar or watched the recording after the live event. With over 200 webinars a year, we provide you with our experience and expertise for the implementation of this format. Each webinar is moderated by a specialist author so that we can offer you a neutral platform for communicating your content. Depending on the topic we provide you with a binding lead guarantee in advance.

### WHICH LEADS ARE INCLUDED?

With the lead campaign webinar you receive a 'business card contact' consisting of: name, e-mail address, telephone number, job title, department, career level, industry, company with address and company size. We offer a lead guarantee in advance, depending on the topic. Up to 100 leads are included in the campaign, each additional lead can be purchased afterwards if desired.



### YOUR BENEFITS:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- Every lead goes through a qualification process so that we can ensure high quality of the information.
- All leads have a valid declaration of consent for advertising contact.
- Leads can be accessed via our customer center in compliance with the GDPR.
- Your media consultant will ensure the success of the campaign for the entire 3-month period.
- Neutral moderation by the specialist editorial team.
- On request, you can hold your webinar in our professional studio.
- Technical realisation by an experienced team (expertise from 200-300 webinars per year).

# SUPPLIER PROFILE

## Content hub for your target group

The supplier overview is a platform for the individual presentation of your products and services on our specialised portals. The page is structured like a landing page and guarantees a professional approach to your target group.

By linking to topic-relevant specialist articles and the display of content in newsletters from the WIN publishing house industry media, you are present where your target group is and will be remembered.

### YOUR BENEFITS

#### High-quality content mix

Your provider overview is filled with your own material as well as with contributions from our editorial teams. You will also receive daily reports on your advertising campaigns there.

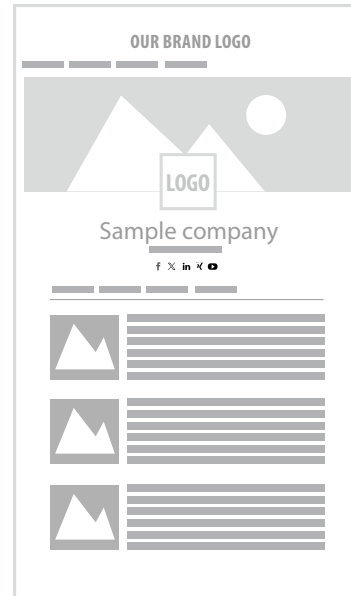
**PRICE PER YEAR: € 1,995.00**

### MAINTENANCE

The maintenance of the contents of your **Customer Center** (<https://customer.win-verlag.de/customer/login>) can also be managed by us.

**Price for 3 months:** € 150.00

**Annual price:** € 450.00



In the upper area you show your company with logo, background image, your domain and social media contacts

The overview page shows a high-quality mix of your own content and editorial topics from our specialist editorial teams.



# SUPPLIER PROFILE

## Content hub for your target group

### Objective

Attention and reach in the right the right target group

### Format

Own landing page

### Content

Logo, header image, products, news, images, videos, events, job adverts, downloads, contact person, social media links, contact form, company address and contact, RSS feeds, keywords

### Targeting

Placement on the homepage (news), in the newsletter (news) and in relevant articles (context sensitive)

### Duration

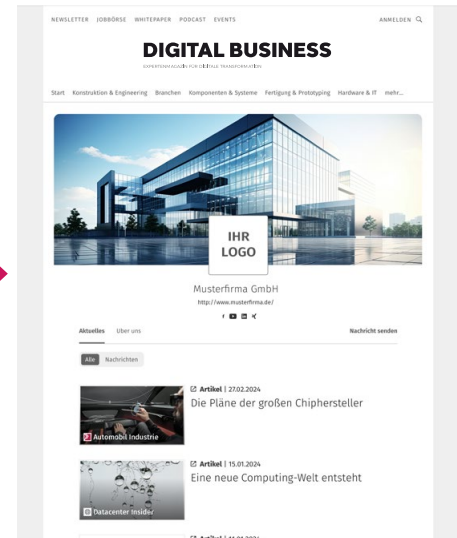
12 months

## HOW WILL YOU BE FOUND?

Your provider overview is permanently placed in the thematically appropriate editorial environment using keywords.



Many decision-makers in your target group trust in the specialised articles from our editorial teams.



Your company logo appears in the reader's field of vision. You are thus also positioned as a solution provider for the topic.

# PODCASTS



We **produce** the podcast for you and publish it on one or more of our digital channels (website, newsletter, social media, ePaper) and make sure it reaches the right audience.

Natürlich können wir Ihren Podcast auch auf Englisch produzieren.

The total length of the recording, including the briefing of the interview partner, takes a maximum of one hour. We take care of the post-production, i.e. intro, editing, sound etc. for you.

Your added value: topic and scope of your choice (max. length of the final product: 15 minutes).

If a podcast series is desired and you want to provide variety, you can also let customers have their say. With a podcast series, interested parties/customers can subscribe to your podcasts via common portals such as Spotify, Apple Podcast, Soundcloud or Deezer.

## Production prices:

Podcast up to 10 minutes: € 2,500.00

Podcast up to 15 minutes: € 2,900.00

Please prepare for the production by defining exactly what you want to communicate to the listeners.

## Transcription as an additional service:

Podcast up to 10 minutes: € 400.00

Podcast up to 15 minutes: € 550.00

## PROMOTION OF EXISTING PODCASTS AND PODCASTS PRODUCED BY WIN-VERLAG

Podcast for 3 months (image + teaser text)

**Standard:** with promotion of the podcast through  
+ Halfpage ad 2 weeks  
+ Sponsoring through online advertorial,  
teaser in the newsletter and social media € 2,030.00

**Large:** with promotion of the podcast through € 3,060.00  
- 3 text ads in the newsletter of your choice (image + text)  
+ 1 Online Advertorial  
+ 8 weeks content ad banner (300 x 250 px)  
on the website

**XL:** with promotion of the podcast through € 5,400.00  
- 3 text ads in the newsletter of your choice (image + text)  
+ 1 Online Advertorial  
+ 8 weeks content ad (300 x 250 px) on the website  
+ Standalone mailing to the readers and recipients of the Magazine

# DIGITAL INSERT/SUPPLEMENT

## WHAT IS A DIGITAL INSERT?

We offer you a combination of an insert in the printed edition and a PDF section in the middle of the ePaper. For the printed edition, you can deliver the insert to us (sample in advance is required) or have it printed by us for a fee. Please note: The product digital bound inserts is limited to a maximum of 8 pages. More extensive bound inserts only on request.

For the digital distribution of the ePaper magazine, we access our own address database as well as the databases of the address brokers in our media network. As usual, this gives you the

opportunity to book a max. 8-page section in the magazine exclusively for yourself. Furthermore, you can also influence the circulation a little by an additional distribution (subject to a fee). For details, please contact our sales team.

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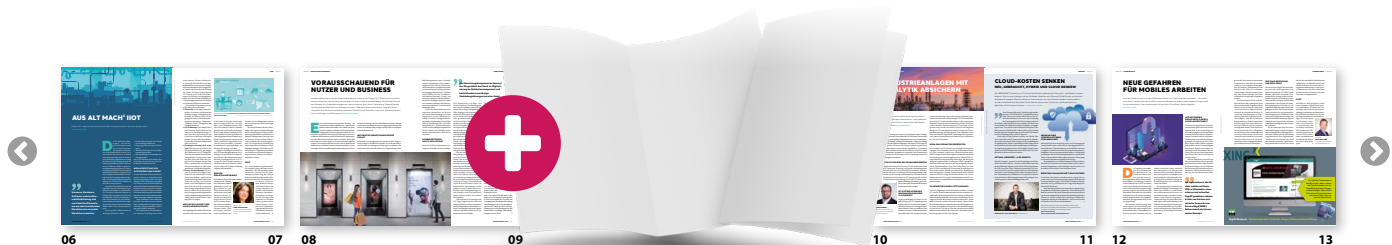
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# PERFECTLY WELL INFORMED



# REFERENCES

A selection of our partners and customers





**„Esker offers a global cloud platform to automate document processes and supports finance, purchasing and departments in the digital transformation in the areas of order-to-cash (O2C) and source-to-pay (S2P). The solutions are used by companies worldwide and incorporate technologies such as artificial intelligence (AI) to increase productivity and transparency in the company. At the same time, we are strengthening the collaboration between customers, suppliers and employees. DIGITAL BUSINESS is a reliable and well-positioned partner in addressing our target group and a well-positioned media partner. Current topics and professional cooperation make things round!“**

KERSTIN HANNING,  
MARKETING MANAGER, E-INTEGRATION GMBH/ESKER EDI SERVICES

# PUBLISHING PROGRAMME



## AUTOCAD Magazine

The manufacturer-independent trade journal is aimed at all users and decision-makers who work with software solutions from Autodesk. The magazine provides practical assistance selection, introduction and the operation of software and hardware. The focus is also on solutions from the areas of drive technology, automation, e-technology, smart simulation, construction, fluid and connection technology.



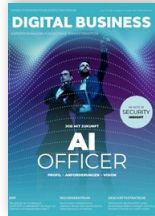
## DIGITAL ENGINEERING Magazine

The trade magazine for the design and engineering sector reports on all aspects that are important in integrated (holistic) product development. The focus is on solutions and strategies for efficient engineering as well as innovations from drive technology, automation, electrical engineering, fluid technology, connection technology and construction components.



## Bauen aktuell

Provides architects, civil engineers, structural engineers, building planners, energy planners and construction experts with information on the most important innovations in the following segments: architecture, BIM, construction IT, building services & TGA, AVA, energy planning, facility management, project management and controlling, mobile communications, energy and building services engineering and building automation.



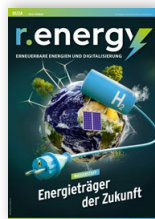
## DIGITAL BUSINESS

Whoever wants to be prepared for the future has to understand it. In the trade magazine DIGITAL BUSINESS, experts with extensive practical experience analyse, describe and evaluate the current trends, drivers and technologies of digital transformation, the implications of which managers in medium-sized companies need to know and assess, and support them in successfully shaping their business in the future.



## DIGITAL MANUFACTURING

DIGITAL MANUFACTURING focuses on fundamentals, methods, technical trends, IT solutions and practical applications from the field of the digital process chain in production. The magazine conveys the productivity advantages that can be achieved in production through the right strategies and solutions.



## R.ENERGY

Renewable, climate-friendly, digital and affordable: these are the requirements for future energy use in companies and public authorities. r.energy provides all the information needed to successfully master the transformation towards renewable energies.



## e-commerce magazine

The editorial staff of e-commerce magazine sees itself as an intermediary between suppliers and the market and reports independently, competently and critically on current e-commerce trends, strategies, applications and solutions — both in the local, national and global environment.



## DIGITAL PROCESS INDUSTRY

The trade and decision-makers' magazine DIGITAL PROCESS INDUSTRY provides information on how processes can be optimised and production processes perfected in the medium run, as well as on how the use of raw material resources, energy and time can be made more economical.



## PlastXnow

The trade publication was developed especially for the plastics processing industry. It addresses key topics in the industry and presents practical solutions. The magazine offers insights into trends, technologies and developments in the plastics industry. In addition to market analyses and reports, PlastXnow is also dedicated to issues such as more sustainable production, innovative materials and effective recycling solutions.

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