

IT-BUSINESS

IT'S A PEOPLE BUSINESS

MEDIAPACK
2025

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, KI-Insider, CloudComputing-Insider, DataCenter-Insider, IP-Insider, Security-Insider and Storage-Insider and Vogel IT-Akademie



Linked in



FACEBOOK

Instagram

XING

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IT-BUSINESS

Publishing schedule
Day of publication
Printed circulation
Distributed circulation

every two weeks
Monday
15.088 (IVW-EDA QIII/2024)
45.788 there of 30.700 ePaper
(IVW-EDA QIII/2024)

Area of circulation
Internet
ISSN

Germany
www.it-business.de
1864-0907

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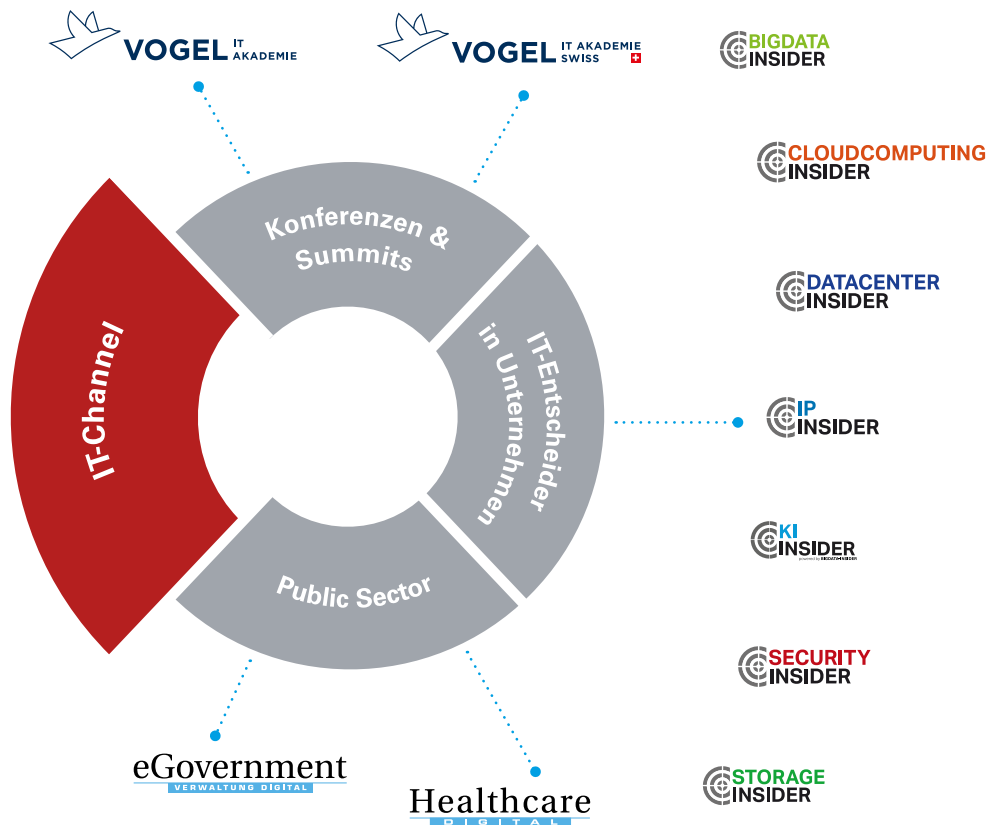


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IT-BUSINESS

„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.



4,200,00 +
page impressions last 12 months
(Status: 4/2024)

45,788
distributed circulation
there of
30,700 ePaper

24,000 +
newsletter recipients
twice per day

Multi media:

- Magazine
- ePaper
- Online
- Storytelling
- Social media

15,000 +
qualified leads
generated in 2024

Social Media 65,000 +

Facebook 9,380 +
X 13,720 +
Xing 14,750 +
LinkedIn 18,500 +
Instagram 8,160 +

Magazine

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IT-BUSINESS Magazin & Channel Guides				DP = Date of publication, DD = Date of data delivery
	No.	DP	DD	Channel Guide
January	1	27/01/2025	20/01/2025	
February	2	10/02/2025	03/02/2025	
	3	24/02/2025	17/02/2025	
March	4	10/03/2025	03/03/2025	
	5	24/03/2025	17/03/2025	
April	6	07/04/2025	31/03/2025	
	7	28/04/2025	17/04/2025	Data Storage
May	8	12/05/2025	05/05/2025	MSP Programs
	9	26/05/2025	19/05/2025	
June	10	10/06/2025	02/06/2025	IT-Security
	11	23/06/2025	16/06/2025	

IT-BUSINESS Magazin & Channel Guides				
	No.	DP	DD	Channel Guide
July	12	07/07/2025	30/06/2025	
	13	21/07/2025	14/07/2025	Healthcare Digital
August	14	11/08/2025	04/08/2025	
	15	25/08/2025	18/08/2025	
September	16	08/09/2025	01/09/2025	
	17	22/09/2025	15/09/2025	Cloud
October	18	06/10/2025	26/09/2025	IT-Sicherheit Made in Germany
	19	20/10/2025	13/10/2025	Digitale Schule
November	20	03/11/2025	27/10/2025	
	21	17/11/2025	10/11/2025	AWS Channel Guide
December	22	01/12/2025	24/11/2025	Year calender 2026
	23	15/12/2025	05/12/2025	IT-BUSINESS HIGHLIGHTS

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

ADVERTISING FORMATS AND PRICES

9



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

ADVERTISING FORMATS AND PRICES

10



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

Trim 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.-

All rates are quoted in EURO excl. VAT

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.-

PRINT

IT-BUSINESS MARKET

- **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.



1/1 Page
Bleed*: 230 x 300 mm



2/1 Page
Bleed*: 460 x 300 mm

*please add min. 3 mm bleed

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.-

All rates are quoted in EURO excl. VAT

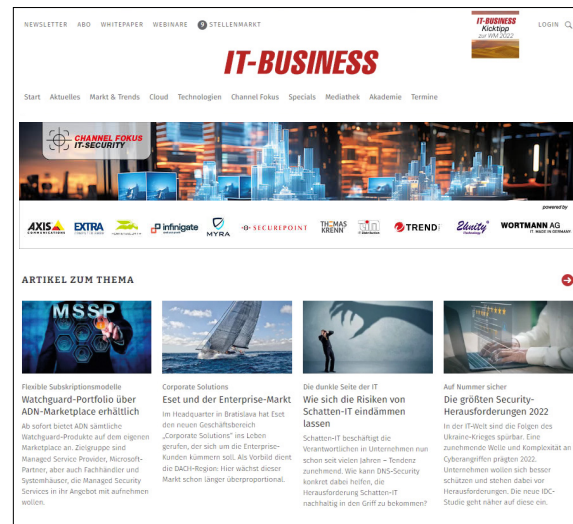
5 Reasons why you have to join Channel Fokus

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.

- » 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.



DATA



ONLINE



MAGAZINE



SOCIAL

Storytelling



In the section "People, Strategies & Innovations", we ensure that your story is a success for decision-makers and young talents. in the IT market. Our articles are about the best IT brands, innovative technologies and what makes you and your team a successful company.



PEOPLE, STRATEGIES & INNOVATIONS TELL YOUR STORY!



Make your own decision which story we should tell and who should be in the focus: your CEO, your company, a special topic, a special technology or an ingenious product? The storytelling format in IT-BUSINESS is available for any format!

FEATURES	STARTER	PREMIUM	ULTIMATE
CEO, Corporate, Topic, Product, Technology			
... composed of			
+ Double-sided advertorial in the storytelling topic of IT-BUSINESS magazine	+	+	+
+ Placement in the IT-BUSINESS epaper with multimedia elements	+	+	+
+ IT-BUSINESS podcast with social media promotion		+	
+ Video interview with "livestream" on social media channels of IT-BUSINESS			+
PRICE	9.500.– €	12.500.– €	14.500.– €

>> Position of recipient (multiple naming)

Executive management	33,6%
Head of department	12,8%
Project / Teamlead	3,9%
Skilled labour	18,6%
Others	31,1%

>> IT-BUSINESS

Publishing Schedule	very two weeks
Day of publication	Monday
Printed circulation	15.088 (IVW-EDA QIII/2024)
Distributed circulation	45,788, davon 30,700 ePaper (IVW-EDA QIII/2024)

>> Distribution of readership according to business focus

ITK-System Houses / MSPs	41,2%
Specialized trade	15,5%
E-Tailer	4,6%
Broadline Distributors/ Value Added Distributors	4,3%
Datacenter / Colocators	3,5%
Software and SaaS Vendors	3,8%
IT Agencies and promotion	1,5%
Others	25,6%



>> 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

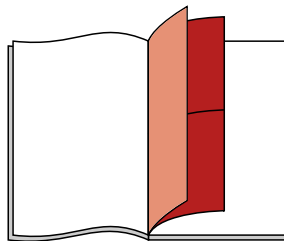
Weight Min. 5g

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.-

PRINT



>> 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;

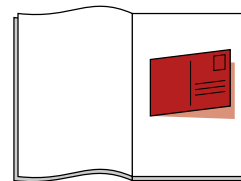
4 pages 14,900.-

6 pages 16,900.-

8 pages 18,900.-

Rate

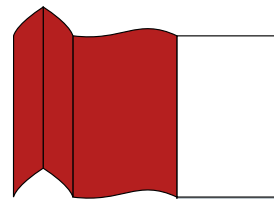
>> AFFIXED PRINTED MATTERS



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.-

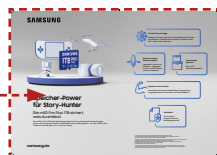
>> ALTARFOLDER FRONT PAGE



1/1 page inside (227 x 300 mm)
+ Cover flap left and right (each one 125 x 300 mm)

Price 21,900.-

>> COVERPAGE



The front page folds out to the right (2 pages)
right 207 x 300
left 227 x 300

Price 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 (Issue No.)
Leibnizstr. 5
97204 Höchberg

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	3,500 characters incl. blanks and 2 pictures in 300 dpi, per page + source

TOPICS	DATE OF ISSUE
Data Storage	april 2025
KI	may 2025
IT-Security	june 2025
Cloud	september 2025

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.-

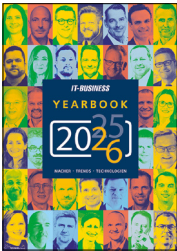
All rates are quoted in € excl. VAT



>> YEARBOOK

»IT-BUSINESS HIGHLIGHTS 2025/26« 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
- Distribution Readership of IT-BUSINESS, Trade Fairs and Events
- Date of publication 15/12/2025



AD PAGES	PRICE / 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 2026

Do you want to be in the field of vision of your trade partner? Then make use of the IT-BUSINESS Year Planner 2026! It is of high quality, decorative and contains a variety of additional information useful for the whole year.

- Format 870 x 580 mm
- Distribution Readership of IT-BUSINESS



LOGOFORMATS	PRICE / EURO
70 x 40 mm	1,500.-
110 x 65 mm	3,000.-

All rates are quoted in € excl. VAT

DATE	DP
Year Planner 2026	01/12/2025

»» 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.

»» 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%

»» 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.

Digital data delivery

»» DATA DELIVERY

1. Label the file/folder as follows:
ITB_Client_Issue (Example: ITB_IBM_0925)

2. Transmission of data:

• by email dispo.vit@vogel.de

»» FILE FORMATS

Please send print optimized pdf files or open mac/pc files of current layout or illustration software.

Online

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Company-Micro Site	30
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Audience Targeting / Social Media Post	32
Market research	33



MEDIA FORMATS

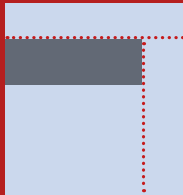
- html5
- gif
- jpg
- png
- Rich Media

MAX. DATA SIZE

- 49 KB per element

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.

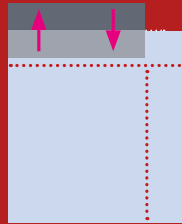
Download: [Technical Specifications](#)



BILLBOARD

960 x 250 px

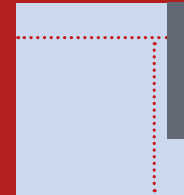
CPM 220.-



LEADERBOARD

Standard / 728 x 90 px
TKP 130,-

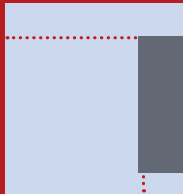
Expandable
728 x 90 px
728 x 210 px
CPM 150,-



SKYSCRAPER

Standard
160 x 600 px

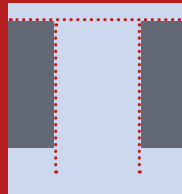
CPM 160.-



HALF PAGE AD

300 x 600 px

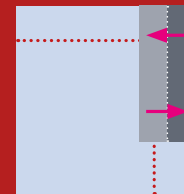
CPM 220.-



PAGE SKIN

Please ask your sales
manager for
specifications

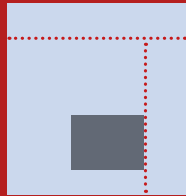
CPM 270,-



SKYSCRAPER

Expandable
160 x 600 px
160 x 320 px

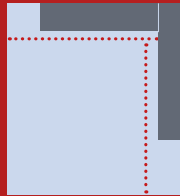
CPM 180.-



CONTENT AD

300 x 250 px
Rectangle / MPU

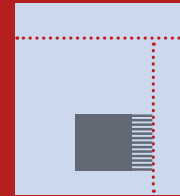
CPM 180,-



WALLPAPER

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

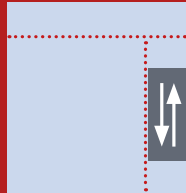
CPM 250,-



NATIVE AD

max. 50 signs
headline max.
30 signs
picture: 300 x 300 px

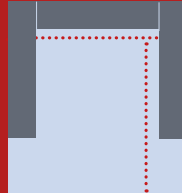
CPM 180,-



STICKY AD

(Skyscraper)
160 x 600 px

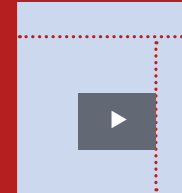
CPM 180,-



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,-



VIDEO AD

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

CPM 180,-

MEDIA FORMATS

- html5
- gif
- jpg
- png
- Rich Media

MAX. DATA SIZE

- 49 KB per element

>> Redirect- / Third-Party Advertising

Adserver is possible

>> 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.

IT-BUSINESS
Newsletter delivery twice/day to
registered recipients



Platzierungen

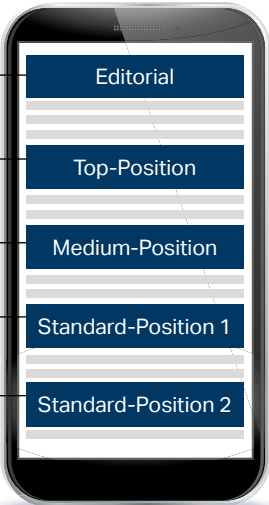
Billboard Ad
(630 x 250 px)

Billboard Ad
(630 x 250 px)

Billboard Ad
or text Ad

Billboard Ad
or text Ad

Billboard Ad
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.

- Specifications for text ads:**
- Size picture: 300 x 169 px, max. 49k
 - File formats: jpg/gif/png (static)
 - Max. number of text characters: titel (max.40), Headline max. 60 signs, text (max. 200 incl. blanks)
 - Linktext max. 60 signs incl. blanks
 - URL

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.-

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

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

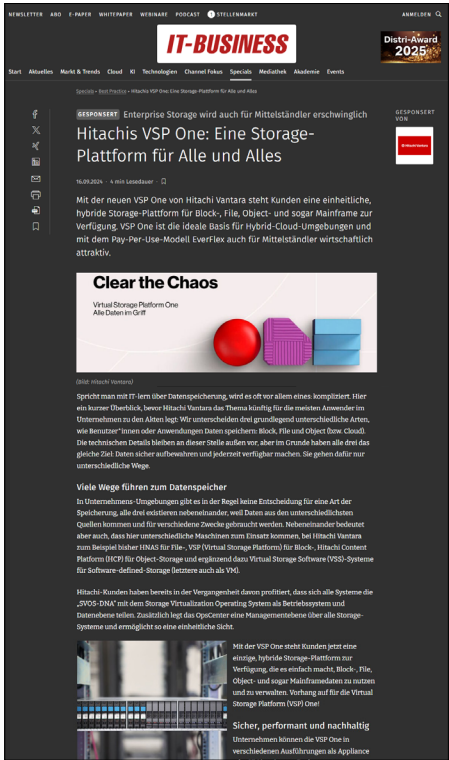
In your individual area you can highlight your advertising message and present yourself as a competent solution provider.

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

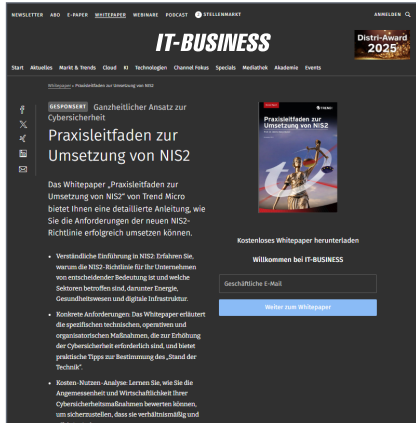
Best practice online advertorial	Price/Euro	Online advertorial with lead generation	Price/Euro
• Teaser on the homepage • Publication in the topic channel "Best Practice" • Publication of your advertorial in the newsletter (sponsored article) • social media posting and promotion	7.500,-	All services of online advertorial (see left) + single email shot + lead generation (all generated leads included)	11.900,-

All rates are quoted in € excl. VAT

Social media coverage
IT-BUSINESS@X with 13,720 follower
IT-BUSINESS@facebook with 9.380 fans
IT-BUSINESS@linkedin with 18,500 follower



Example: Hitachi



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 package

- max. 5 whitepaper for choice
- up to 3 months hosting
- support of lead generation via banner advertisement on website
- reporting
- all generated leads inclusive

Price 10.500,-

All rates are quoted in € excl. VAT



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	PRICE / 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	

ONLINE



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: 5,900.-
per recording/story

All rates in €, plus VAT

Social media coverage

IT-BUSINESS@X mit 13,720 + follower

IT-BUSINESS@facebook mit 9.380+ fans

IT-BUSINESS@linkedin mit 18,500 + follower





Example: Sysob

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 Package	PRICE / EURO
• 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 30)	4,900.-

All rates are quoted in € excl. VAT



Example: Heidelberg IT

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	PRICE / EURO / YEAR
Basic profile	• company address	free
Premium profile	• Logo • Complete contact data • Extensive company’s profile • Management contact with photo • Product showroom with photos • Possibility of publication of further photo material • Transmission of press releases about your company • Link to your company’s RSS feeds • Publication of relevant topics in the event calendar	2,900 .-
Service option	• Maintenance of your provider’s profile	240.-

All rates are quoted in € excl. VAT

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



co branded header

top image with headline
(max. 60 signs)

text

text
(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:

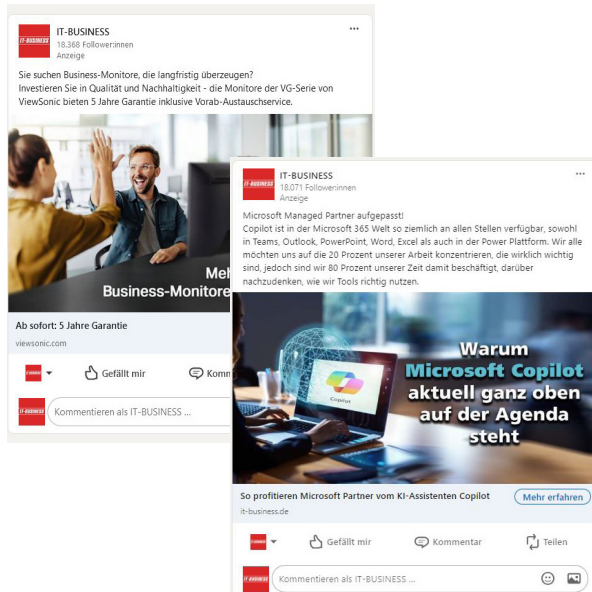
- Attention in a relevant audience
- Qualified traffic to your own website
- Exclusive portrayal without competitors
- Co-branding with media brand
- Low scattering losses

Price per transmission* 6,900.-

6,000 recipients

All rates in €, plus VAT

ONLINE



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 Ad
- 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

14,900.-

All rates are quoted in € excl. VAT

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SCHÄDEN
MANAGER**

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marconomy
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MMLOGISTIK

MM
Management

PharmaTEC
Pharmazie Technik Politik

PROCESS
Planung - Messung - Realisation

Schüttgut