

DIGITAL BUSINESS

EXPERTENMAGAZIN FÜR DIGITALE TRANSFORMATION

MEDIAKIT 2025



SPECIAL ISSUE

SECURITY

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INITIAL SITUATION

The advancing digitalisation offers the great opportunities for the economy, but with it demands on the security of data and systems. Massive breaches in the cybersecurity have become almost commonplace and regularly dominate the headlines.

No wonder, because despite the increasing threat, many companies are not even close to realising how innovative blackmailers, spies and saboteurs are today. And the dangers inside companies often lurk in secret. Managers are also often unsure how to deal with cyber risks in an increasingly complex digital world

Anyone who wants to drive forward the digital transformation of their company would do well not to view the business objectives of their IT security projects - from increasing efficiency to reducing maintenance costs - in isolation, but to approach them in an overarching and strategic manner. A current keyword of the experts in this regard is "cyber resilience": anyone who wants to network their capital goods must take precautions to ensure that they withstand attacks or are quickly available again after an attack. This is because the protection of IT systems against failure and the necessary resilience of IT systems are fundamental for business continuity.

PRODUCT CONCEPT

The Special issue "IT Security" for issue 5/25 of the DIGITAL BUSINESS magazine takes up the current state of technology, management requirements, planning, measures and controls that serve to protect IT in companies.

In addition to the basics of information security the reader gets an overview of the necessary and possible of their systems with which information is processed, used and stored.

On the one hand, this includes the end devices that users use, such as PCs, notebooks, tablets and smartphones. But also the operating systems and applications that run on the devices must be protected via operating system and application security. Since most end devices are some form - often beyond the company's internal network, the Special issue provides decision-makers in the field of IT security the latest developments in the areas of Internet security, cloud security and vulnerability management.

Structure of the Special issue IT Security:

- Current products and solutions for IT Security
- Requirements for physical IT security
- How to create cyber-resilience for your company
- Insurance for IT security: Covering cyber risks sensibly
- Employees as a weak point - training for a security culture



SPECIAL ISSUE IT SECURITY MEDIKIT 2025

Anyone who deals with IT security - whether for production, industry or online trade will not be able to avoid this Special Issue. Here editorial knowledge from DIGITAL BUSINESS. The editorial team shows interviews with industry experts, user reports and a host of expert articles, the current importance of and need for solutions in the area of IT security, which is growing at a rapid pace. The Special IT Security is intended for all those who decide on security measures and are responsible for security-relevant processes in the company, indispensable. But also for all those who would like to work in this highly innovative industry.

FACTS

- Special section of DIGITAL BUSINESS
- Publication date: 30/09/25
- Editorial deadline: 01/09/25
- Circulation: approx. 178,981 copies (print + ePaper) plus the special issue is also available as a full version on the website.
- Distribution: Subscribers, Deutsche Bahn, events and direct mailing
- Publication on www.digitalbusiness-magazin.de

ADVERTISING OPPORTUNITIES, PRICES AND DATES

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Publication date:	30/09/25

ADVERTORIAL (Example)

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approx. 3,200 characters (incl. spaces),
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CONTACT

WIN-Verlag GmbH & Co. KG

Chiemgastr. 148

81549 München

Editorial office:

Heiner Sieger

Phone: +49 89 386661714

Mobil: +49 170 2676349

E-Mail: heiner.sieger@win-verlag.de

Konstantin Pfielgl

Phone: +49 89 386661718

Mobil: +49 170 1489933

E-Mail: konstantin.pfielgl@win-verlag.de

Deputy General Advertising Manager:

Bettina Prim

Phone: +49 89 386661723

E-Mail: bettina.prim@win-verlag.de

www.digitalbusiness-magazin.de



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