IT-BUSINESS

IT'S A PEOPLE BUSINESS

MEDIAPACK

2026

VOGEL IT MEDIEN

Publisher's imprint

Vogel IT-Medien GmbH, Augsburg is a wholly owned subsidary 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, Healthcare Digital, BigData-Insider,CloudComputing-Insider, DataCenter-Insider, IP-Insider, Security-Insider and Storage-Insider and Vogel IT-Akademie.

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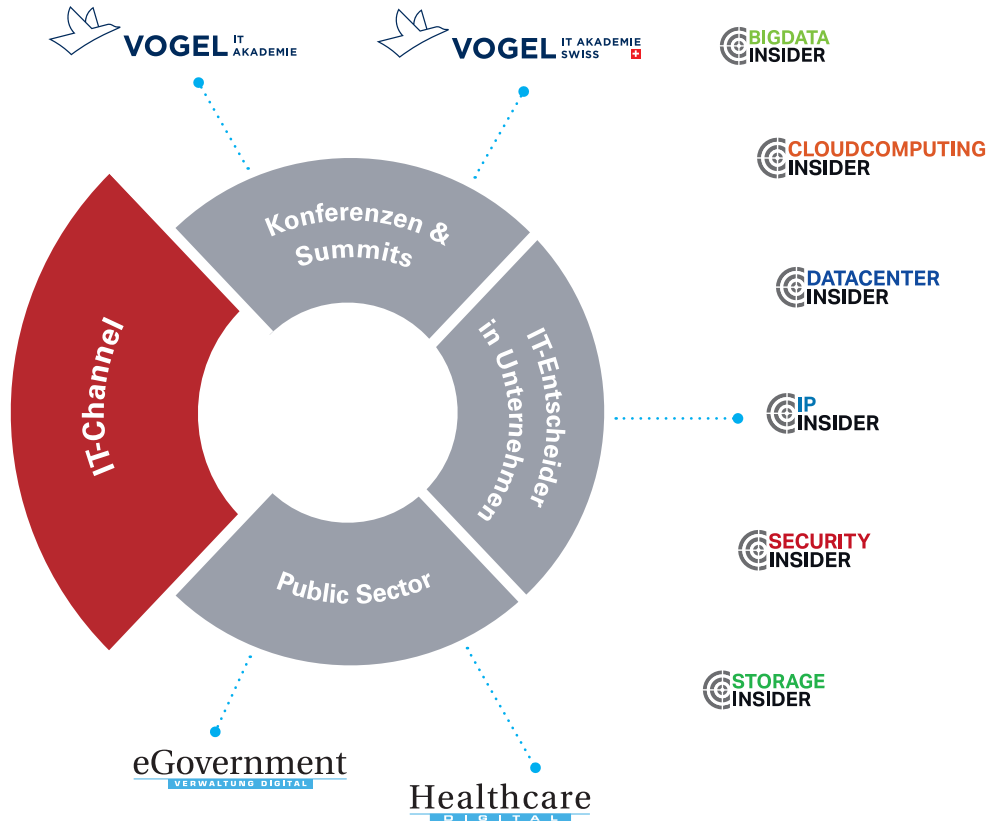
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IT-BUSINESS

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 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.

VOGEL IT AKADEMIE

VOGEL IT AKADEMIE SWISS

BIGDATA INSIDER

CLOUDCOMPUTING INSIDER

DATACENTER INSIDER

IP INSIDER

SECURITY INSIDER

STORAGE INSIDER

Konferenzen & Summits

IT-Channel

IT-Entscheider in Unternehmen

Public Sector

eGovernment VERWALTUNG DIGITAL

Healthcare DIGITAL

5,800,000 +
page impressions last 12 months
(Status: 10/2025)

46,738
distributed circulation
there of
31,826 ePaper

25,000 +
newsletter recipients
twice per day

Multi media:
• Magazine
• ePaper
• Online
• Storytelling
• Social media

15,000 +
qualified leads
generated in 2025

Social Media 63,000 +
Facebook 9,270 +
X 13,000 +
Xing 14,500 +
LinkedIn 19,600 +
Instagram 7,300 +

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IT-BUSINESS is People Business.
Dafür steht unser Team seit über 34 Jahren!
Das Gewöhnliche langweilt uns, das Unmögliche fordert
uns, der gemeinsam erreichte Erfolg ist unser Ansporn.
Unser einzigartiges Multimedia-Konzept bietet Ihnen
das kreativste Mediaportfolio im Channel.
Erfolgversprechend, modern und innovativ.

Lilli Kos

Wissen was läuft! Ausführlich recherchierte Storys, aktuelles
Marktgeschehen und die Trends von Morgen – all dies bietet
die IT-BUSINESS. Dank unseres großen Redaktions-Teams
sind wir immer ganz nah dran an den Orten des Geschehens,
um unseren Lesern Infos aus erster Hand zu liefern. Ob im
trendig-layouteten Print-Magazin, im multimedialen E-Paper,
auf der Website oder im Newsletter – wir bieten für jeden das
passende Format.

Sylvia Lösel

Magazine
Print & ePaper

CONTENT

	No.	DP	DD	Channel Guide
IT-BUSINESS Magazine & Channel Guides				DP = Date of publication, DD = Date of data delivery
January	1	26/01/2026	19/01/2026	
February	2	09/02/2026	02/02/2026	
February	3	23/02/2026	16/02/2026	
March	4	09/03/2026	02/03/2026	
March	5	23/03/2026	16/03/2026	
April	6	13/04/2026	02/04/2026	Data Storage Guide
April	7	27/04/2026	20/04/2026	
May	8	11/05/2026	04/05/2026	KI Guide
May	9	26/05/2026	18/05/2026	
June	10	08/06/2026	01/06/2026	IT-Security Guide
June	11	22/06/2026	15/06/2026	

	IT-BUSINESS Magazine & Channel Guides			
	No.	DP	DD	Channel Guide
July	12	06/07/2026	29/06/2026	
	13	20/07/2026	13/07/2026	
August	14	10/08/2026	03/08/2026	
	15	24/08/2026	17/08/2026	
September	16	07/09/2026	31/08/2026	
	17	21/09/2026	14/09/2026	Cloud Guide
October	18	05/10/2026	28/09/2026	
	19	19/10/2026	12/10/2026	
November	20	02/11/2026	26/10/2026	
	21	16/11/2026	09/11/2026	
December	22	01/12/2026	23/11/2026	Year calender 2027
	23	14/12/2026	07/12/2026	IT-BUSINESS HIGHLIGHTS

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

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

1/1-PAGE
Trim size*: 230 x 300 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

1/2-PAGE HORIZONTAL
Trim size*:
230 x 146 mm

1/2-PAGE VERTICAL
Trim size*:
117 x 300 mm

1/3-PAGE HORIZONTAL
Trim size*:
230 x 101 mm

1/3-PAGE VERTICAL
Trimm size*:
84 x 300 mm

* please add min. 3mm bleed

FRACTIONAL SIZE	BASIC PRICE/EURO
1/1-page	11,900.-
2/1-page	19,500.-

COVER PAGES	BASIC PRICE/EURO
2. Cover page	12,900.-
4. Cover page	14,500.-

FRACTIONAL SIZE	BASIC PRICE/EURO
1/2-page	7,500.-
1/2-page panorama	11,500.-
1/3-page	5,500.-
1/3-page editorial	6,500.-

All rates are quoted in EURO excl. VAT

PRINT & EPAPER

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 over-view 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.

PRINT & EPAPER

1/1 Page
Bleed*: 230 x 300 mm

2/1 Page
Bleed*: 460 x 300 mm

*please add min. 3 mm bleed

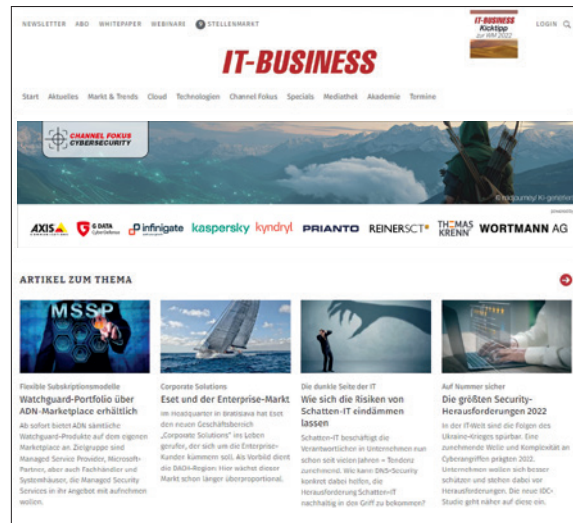| FRACTIONAL SIZE	BASIC PRICE
1/1-Page Seite 230 x 300 mm*	1,900.-
2/1-Page 460 x 300 mm*	3,200.-
Cover page 230 x 230 mm*	3,000.-
U3 230 x 230 mm*	4,900.-

All rates are quoted in EURO excl. VAT

5 Reasons
why you have
to join
Channel Fokus

>> We place your channel portfolio across all types of our media platforms.

>> 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.

Channel Fokus

In the biweekly IT-BUSINESS Channel Fokus we concentrate on a special 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.

WEBSITE

MAGAZIN

SOCIAL

CROSSMEDIA

Storytelling

IT-BUSINESS
#13
ISO-ZERTIFIZIERER
Zwischen Schein und Sein

In the section "People, Strategies & Innovations", we ensure that your story reaches IT decision-makers in the IT market. Our advertorials 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 can be implemented for any idea!

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.– €

Advertorial

Advertorials fit seamlessly into the editorial environment. In doing so, we can attractively focus on the desired topic around a new product presentation, technology, innovation or service.

The post is visible on the homepage at the booked starting time and in the corresponding category. After that, it will remain in the corresponding category indefinitely or until revoked

Example: ALSO

ADVERTORIAL-SIZE	BASIC PRICE / EURO
1/1-Page 230 x 300 mm	11,900.-
Print + Online	13,900.-

All rates are quoted in EURO excl. VAT

1/1-PAGE
Trim size: 230 x 300 mm
 please add min. 3mm bleed

INPUT
Continuous text: At least 2,400 characters to max. 3,400 characters (including blanks)
Headline: (60 characters) or opener (200 characters incl. blanks)
Topline: 30-50 characters (incl. blanks)

IMAGES
2 images in 300dpi resolution and with details of the image source (e.g. people with name & position, product and image topic)

›› Position of recipient

Executive management	25,7%
Head of department	10,6%
Project / Teamlead	3,3%
Specialist employee	21,6%

›› Function of recipient

Management	22,9%
Sales / Distribution	11,5%
IT	16,4,3%
Marketing	2,5%
Customer Service	2,5%
Business Development	3,1%

›› Distribution of readership according to business focus

IT-System Houses / MSPs	36,2%
Specialized trade	13,3%
E-Tailer	4,1%
Broadline Distributors/ Value Added Distributors	5,3%
Datacenter / Colocators	1,1%
Software and SaaS Vendors	3,4%
IT Agencies and promotion	2,0%
Others	4,9%

Source: IVW - EDA 2024/2025

23,5 %
1 – 9 Employees

5,1%
10 – 19 Employees

6,1%
20 – 49 Employees

5,2 %
50 – 99 Employees

4,2 %
100 – 199 Employees

4,2 %
200 – 499 Employees

3,2 %
500 – 999 Employees

5,2 %
100 – 4.999 Employees

1,6 %
5.000 – 10.000 Employees

34,4 %
> 10.000 Employees

SPECIAL FORMS OF ADVERTISING
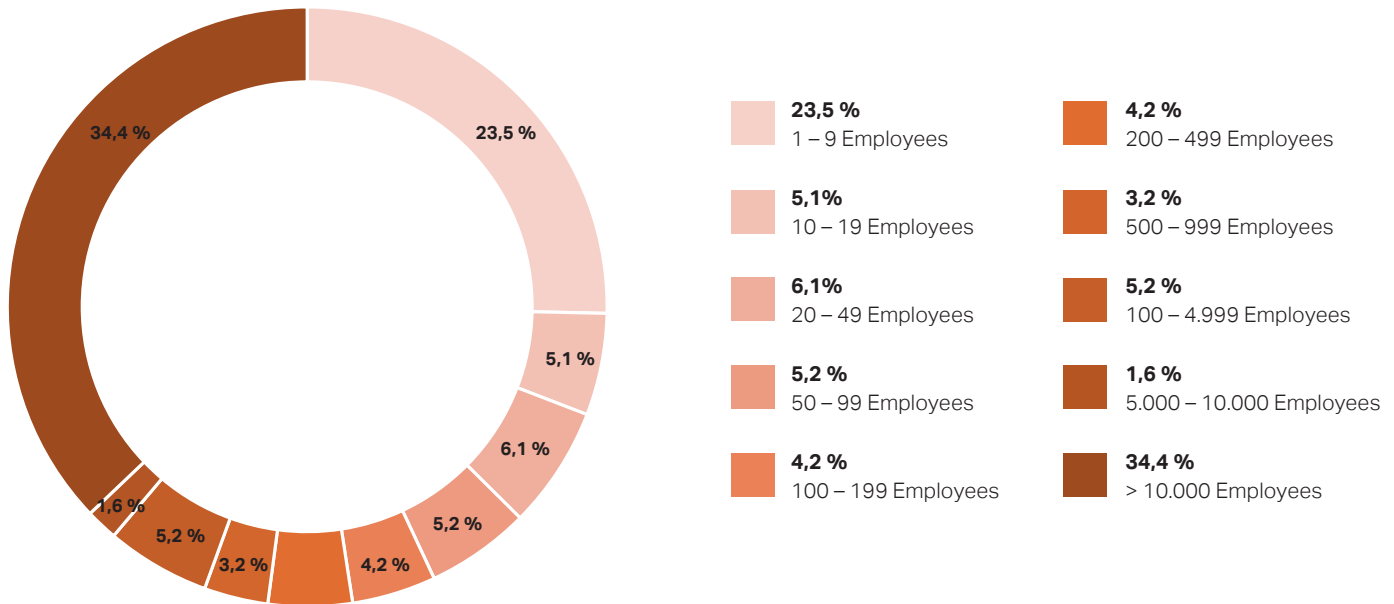
›› LOOSE INSERTS

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.-
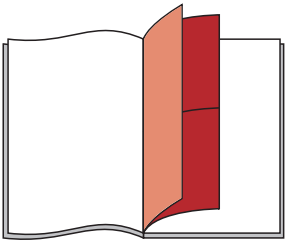
›› BOUND INSERT

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
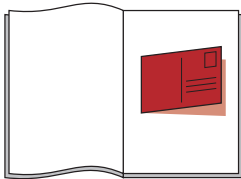
i.e. postcards, flyers, CDs, samples, post-its that have to be sticked.
Price on request

›› GATEFOLDER
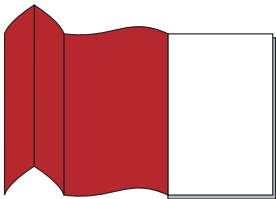
The page folding out to the left is stuck to the magazine cover (3 pages).
Price 21,900.-

›› BELLY BAND

Format	510 x 100 mm + 3 mm trim
Price	23,900.-

PRINT

›› 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
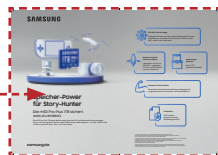
The front page folds out
to he right (2 pages)
right   207 x 300
left   227 x 300
Price 21,900.-

›› 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 ofloose inserts, files or stickers, priority is given to completion.

›› SAMPLE
At deadline of advertisement a binding sample (issuedin 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 ADRESS
Vogel Druck und Medienservice
Warenannahme/IT-BUSINESS (Issue No.)
Leibnizstr. 5
97204 Höchberg

PRINT

TOPICS	DATE OF ISSUE
Data Storage	april 2026
KI	may 2026
IT-Security	june 2026
Cloud	september 2026

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

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
Distribution	Readership of IT-BUSINESS, Trade Fairs and Events
Input	3,200 characters incl. blanks and 2 pictures in 300 dpi, per page + source

›› YEARBOOK

»IT-BUSINESS HIGHLIGHTS 2026/27« 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	14/12/2026

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 2027

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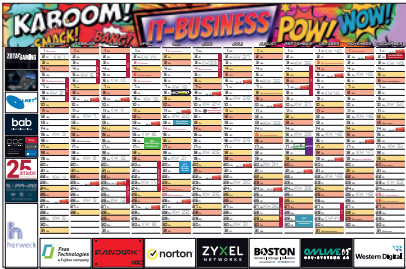
LOGOFORMATS	PRICE / EURO
70 x 40 mm	1,500.-
110 x 65 mm	3,000.-

All rates are quoted in € excl. VAT

DATE	DP
Year Planner 2027	01/12/2026

PRINT

›› 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

Display Advertising
Digital Communication

CONTENT

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.
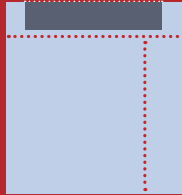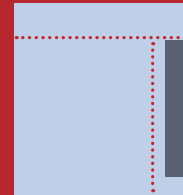
Download: Technical Specifications
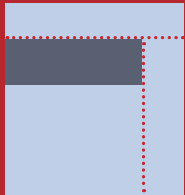
BILLBOARD
960 x 250 px

CPM 220.-

LEADERBOARD
Standard / 728 x 90 px
TKP 130,-

SKYSCRAPER
Standard
160 x 600 px

CPM 160.-
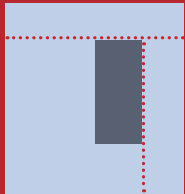
HALF PAGE AD
300 x 600 px

CPM 220.-
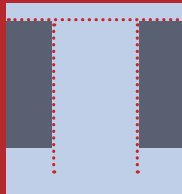
PAGE SKIN
Please ask your sales manager for specifications

CPM 270,-

All rates are quoted in € excl. VAT
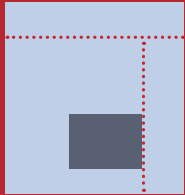
CONTENT AD
300 x 250 px
Rectangle / MPU

CPM 180.-
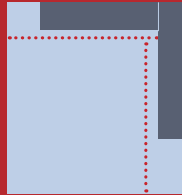
WALLPAPER
728 x 90 top
+160 x 600 px right
or 120 x 600 right,
background colour
with hex code

CPM 250.-
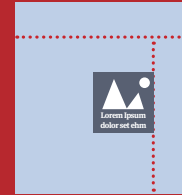
NATIVE AD
Text with max. 50 signs
headline max.
30 signs
picture: 300 x 300 px

CPM 180,-

Lorem Ipsum
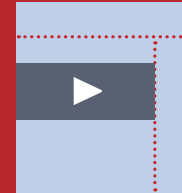dolor set ehm
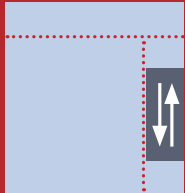
STICKY AD
(Skyscraper)
160 x 600 px

CPM 180.-
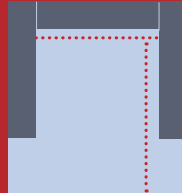
BRANDGATE / FIREPLACE
above 980 x 90 pix + 1200 x 90 pix,
left 160 x 600 pix,
right 160 x 600 pix,
background colour with hex code

CPM 300.-

VIDEO AD
playout 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.

DIGITAL ADVERTISING

IT-BUSINESS
Newsletter delivery twice/day to registered recipients

Platzierungen

Billboard Ad (630 x 250 px) — Editorial

Billboard Ad (630 x 250 px) — Top-Position

Billboard Ad or text Ad — Medium-Position

Billboard Ad or text Ad — Standard-Position 1

Billboard Ad or text Ad — Standard-Position 2
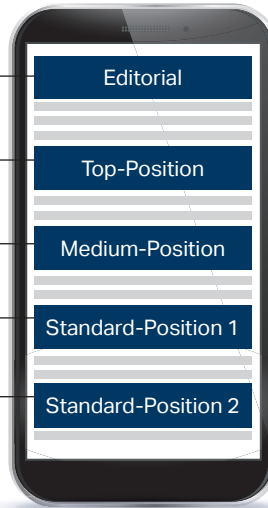
NOTE
Please note that outlook 2007/2010 only shows the first frame of animated GIF banners. Therefore we request to deliver a non-animated banner.

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)	2,200.-
Top-Position	Billboard / XL Banner	morning or midday (Mo–Fr)	2,200.-
Medium-Position	Billboard / XL Banner / Text Ad	morning or midday (Mo–Fr)	1,700.-
Standard-Position 1	Billboard / XL Banner / Text Ad	morning or midday (Mo–Fr)	1,300.-
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

DIGITAL COMMUNICATION

Place your advertising message with an online advertorial on IT-BUSINESS.de.

In your individual advertorial you can highlight your business message and present your company 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" • Promotion of your advertorial in the newsletter (sponsored article) • social media posting and promotion	8.500,–	All services of online advertorial (see left) **+ single email shot** **+ lead generation** (all generated leads included) * Please provide a whitepaper (pdf-file) for download	12.500,–

All rates are quoted in € excl. VAT

Social media coverage
IT-BUSINESS@X with 13,000 follower
IT-BUSINESS@facebook with 9.270 fans
IT-BUSINESS@linkedln with 19,600 follower

Example: ALSO

DIGITAL COMMUNICATION
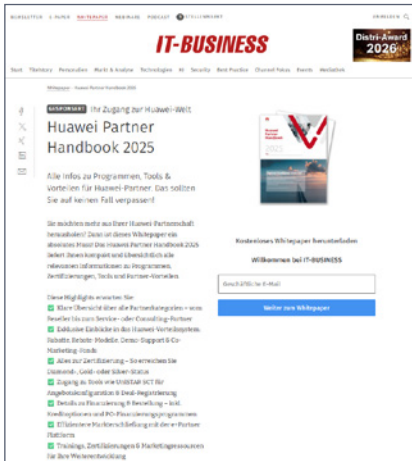
In the IT-BUSINESS whitepaper database we publish your whitepaper with high solution potential and efficiency for the IT- channel target group, i.e.

• 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. 4 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

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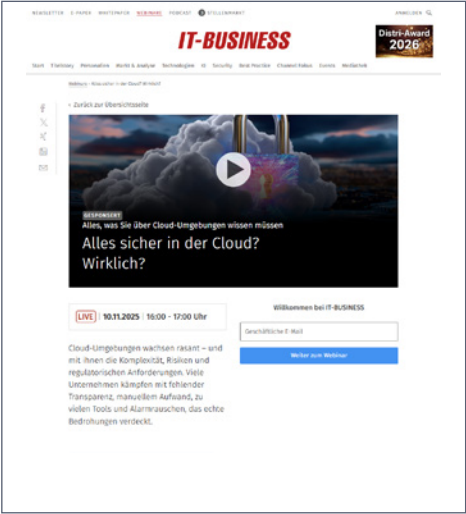
The IT-BUSINESS channel webcast reaches IT partners directly and live at their workplace. A successfully established, interactive communication platform enables you to contact your target group directly via the Internet and thus generate the greatest possible attention with your information among an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

DIGITAL COMMUNICATION

YOUR ADVANTAGES
With the IT-BUSINESS podcast as a marketing channel, you can reach IT partners personally and with high attention. 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: 6,500.-
per recording/story

All rates in €, plus VAT

Social media coverage
IT-BUSINESS@X 13,000 + follower
IT-BUSINESS@facebook 9,270 + fans
IT-BUSINESS@linkedIn 19,600 + follower

DIGITAL COMMUNICATION

Do you have an event, a trade fair or a special occasion to present in prominent position?
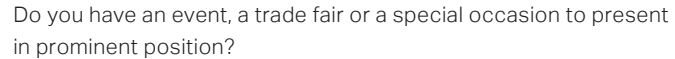
Make use of our event package to attract attention to your event and invite participants via effective marketing tools like premium event insertion, promotion box or newsletter.

Event Package	PRICE / EURO
• 2 weeks promotion box on IT-BUSINESS.de • premium event insertion in event calendar • detailed description with link to your event • Premium company microsite (see description on page 30)	4,900.-

All rates are quoted in € excl. VAT

DIGITAL COMMUNICATION

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.

profile	services	PRICE / EURO / YEAR
Basic profile	• company address	free
Premium profile	• Logo • Complete contact data • Management and team contact with photo • Product showroom with photos • Possibility of publication of further photo material • Integration 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

DIGITAL COMMUNICATION

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.
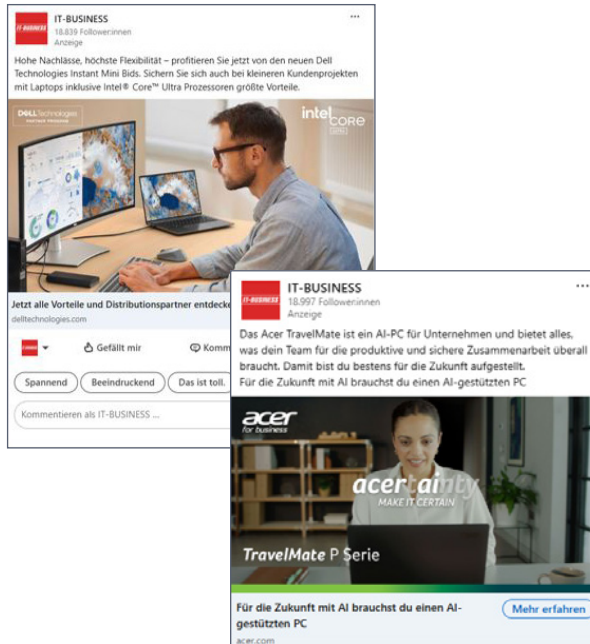
YOUR ADVANTAGES:

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

Price per transmission*   6,900.-
6,000 recipients

All rates in €, plus VAT

DIGITAL COMMUNICATION

Reach B2B users from the IT-BUSINESS network on the Social media channels of IT-BUSINESS.

- Increased awareness via repeated addressing in the social media channels
- 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.
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:
- Social media channels of IT-BUSINESS
- Minimum booking volume: 20,000 AI
- Duration: 1-2 week
- CPM[1]: 220.-

[1]CPM: Price per 1,000 ad impressions, all prices in EUR plus VAT.

DIGITAL COMMUNICATION

MORE SUCCESS FOR YOUR
B2B-MARKETING

VOGEL COMMUNICATIONS GROUP

IT-BUSINESS · eGovernment VERWALTUNG DIGITAL · Healthcare DIGITAL · VOGEL IT-AKADEMIE · AUTOMOBIL INDUSTRIE · autoFACHMANN · autoKAUFMANN

BIGDATA INSIDER · CLOUDCOMPUTING INSIDER · DATACENTER INSIDER · IP INSIDER · SECURITY INSIDER · STORAGE INSIDER · bike business

blechnet · DeviceMed · ELEKTRONIK PRAXIS · elektrotechnik · FK Fahrzeug+ Karosserie · GEBRAUCHTWAGEN PRAXIS · IWW INSTITUT · kfz-betrieb · KFZ SCHADEN MANAGER

konstruktions praxis · LABOR PRAXIS · marconomy Marketing und Kommunikation in der Wirtschaft · MM LOGISTIK · MM MaschinenMarkt · PharmaTEC Forschung · Technik · Praxis · PROCESS Chemie · Pharma · Verfahrenstechnik · Schüttgut