



MEDIAPACK

IT-PROFESSIONALS / B2B

2026



One step ahead

One step ahead

The editorial team informs the IT decision makers informatively and exclusively about the most important subjects around big data, cloud, software development, data center, networking, security and storage.

Your benefits

The websites offer the IT decision makers an additional benefit, comprehensible and up-to-date. The sites support daily the decision makers, who are in charge of production, procurement or the use of information technology.

Relevance in the market*

With a coverage over more than 1,5 M page impressions, over 930,000 visits and 131,000 newsletter recipients you achieve crossmedial the target group of the IT decision makers in companies, from SMB to enterprise.

Content

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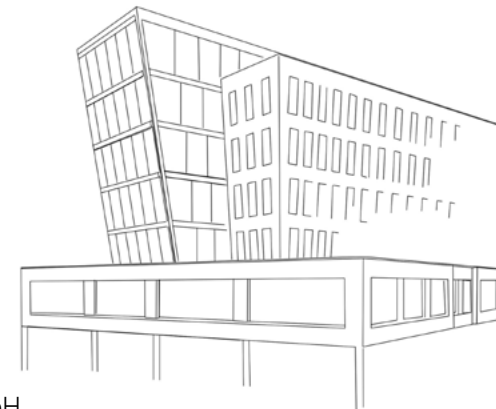
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Publisher's imprint

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, BigData-Insider, CloudComputing-Insider, DataCenter-Insider, IP-Insider, Security-Insider Storage-Insider, eGovernment and Healthcare Digital.



PUBLISHING HOUSE

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SOCIAL NETWORKS



FACEBOOK



(ehemals twitter)

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Vogel IT – mediabrands for IT decision makers in the B2B environment





**B2B
media**

**IT
decision makers**

- Directors / CIOs
- IT manager, project- / team leader
- IT professionals / administrators
- Software Developer

**6
Websites**
with editorially
created
content

Page impression
1,500,000+
/ month

78,000+
Registered
users
Cross
industry

85,000+
Qualified leads
generated in
2025

131,000+
Daily
newsletter
recipients

**Social
media**
follower
110,000+

Offer for
awareness

USPs
Focus and
Knowhow
on
Lead generation and
nurturing

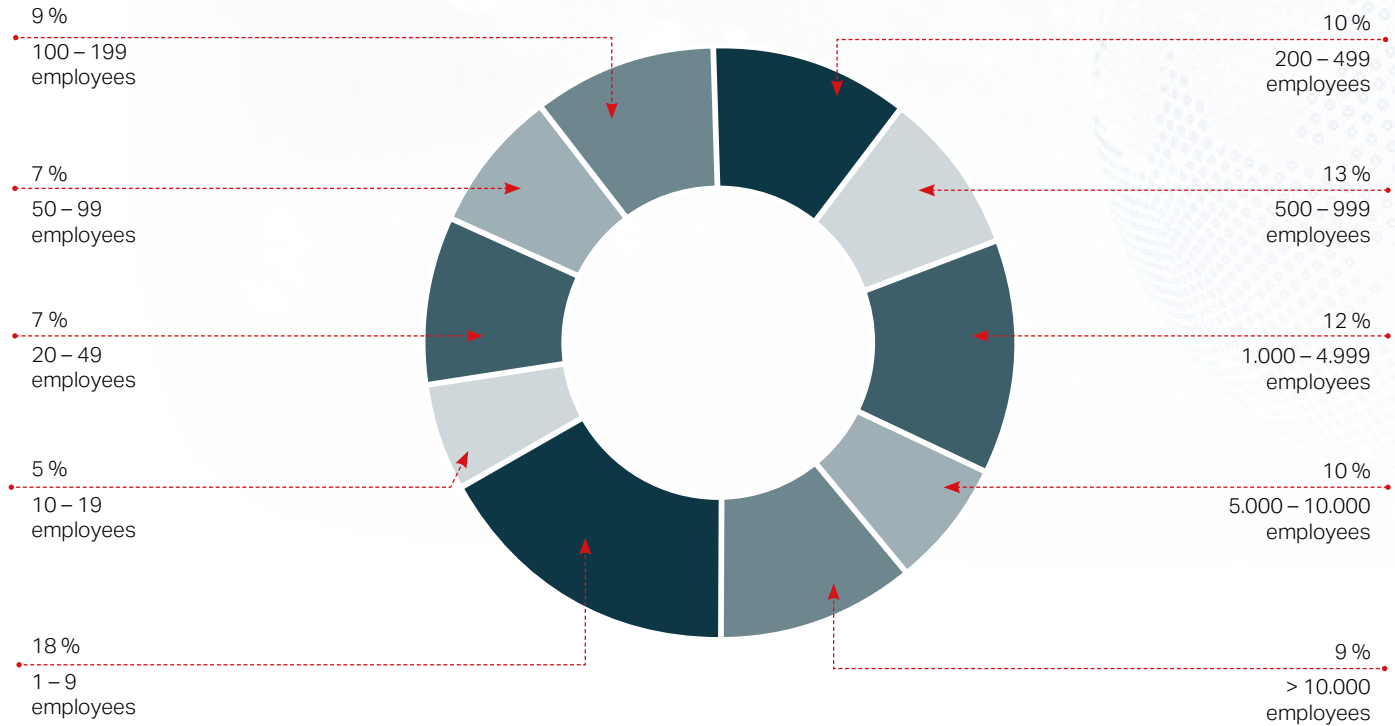
- > Podcast
- > Banner
- > Stand Alone Mailing
- > Technical Deep Dives
- > Dynamic Company Profiles
- > Newsletter ads
- > Online Advertorial
- > Social Media

**Facts &
figures**

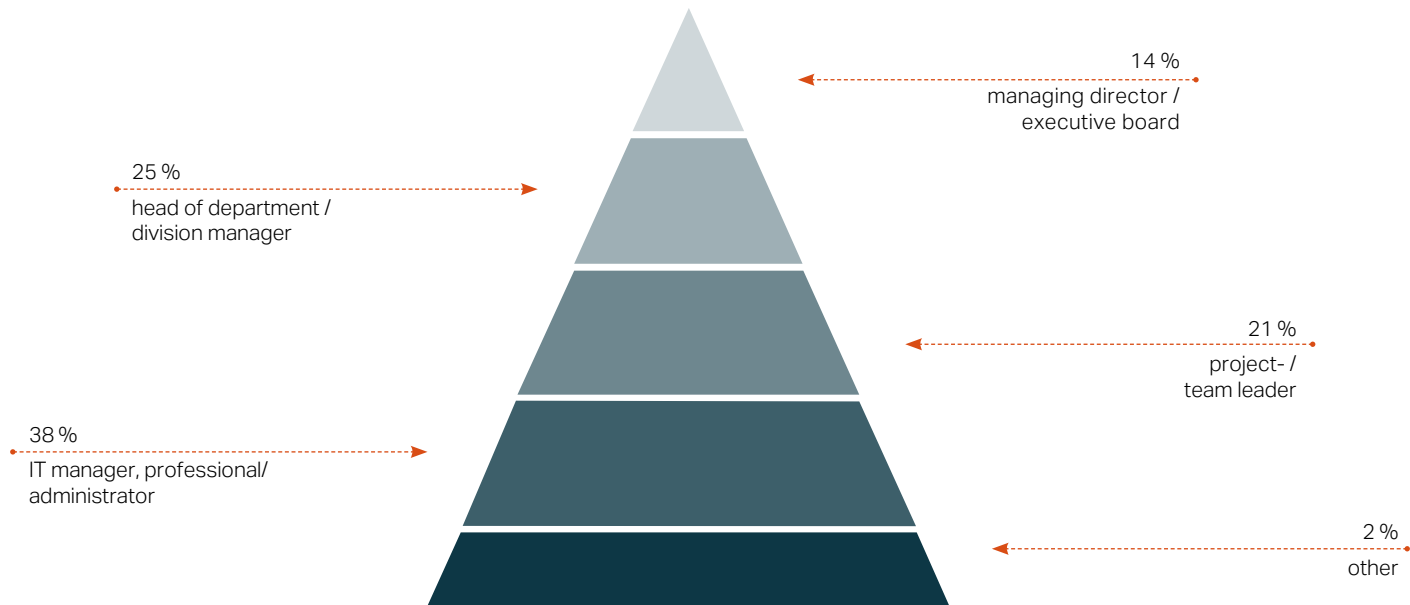
Source: Registered user database from
BigData-Insider, CloudComputing-Insider,
DataCenter-Insider, IP-Insider, Security-Insider
and Storage-Insider. Status 10/2025

The userbase

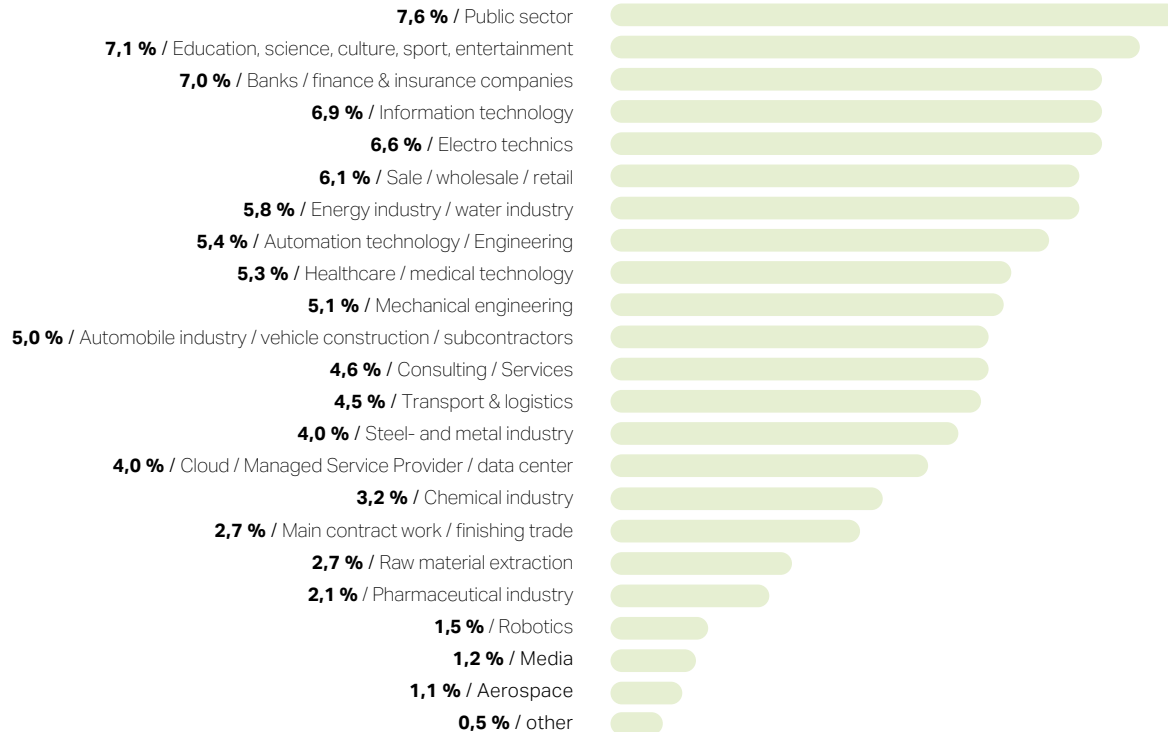
Company size (acc. to number of employees)



The userbase / Position in the company – IT responsibility



The userbase / market sectors (percentage share)





Social Networks



Newsletter



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Editorial eBooks
themes and
publication plan 2026



News, specialist articles and
expertcomments on the topic
of Artificial intelligence.

TOPICS

- Analytics
- Best practices
- Data sourcing (metering, „Internet of Things“)
- Industry 4.0
- Infrastructure
- Artificial intelligence
- Law & security
(legal aspects, data protection, data security)

eBOOK
www.bigdata-insider.de

Datenbank-Migration

Eine Publikation von
BIGDATA INSIDER



E-Book von BigData-Insider
Datenbank-Migration

DIE NEUESTEN FACHBEITRÄGE



10 Jahre Datenmanagement, 10 Jahre Anwenderschaft
Das Pentaho User Meeting feiert 10-jähriges Bestehen
Vom Business Intelligence zu künstlicher Intelligenz – die Datenwelt hat sich in den vergangenen zehn Jahren rapide verändert. Stunden vor einer Deadline nach ITU, Plazate und traditionellen Data Warehousing im Vordergrund, bewegen heute Themen wie Realtime Warehousing und Machine Learning die Unternehmen. Diese Entwicklung spiegelt sich auch in den Fragen und Erfahrungswissen auf dem Pentaho User Meeting wider, die seit zehn Jahren stattfinden.



Elektronik hilft individuelles Trainingsgerät
GyroTrainer stärkt Rücken mit künstlicher Intelligenz
Eine Erfindung der Technischen Universität München (TUM) und des Münchener Instituts für Robotik und Kognition (IRK) soll den Rücken und die Muskulatur stärken. Das GyroTrainer ist ein intelligentes Trainingsgerät, das die Bewegungen des Rückens analysiert und die Intensität passt, um die Muskulatur zu stärken.



Tipps für die IoT-Infrastruktur
Wie Unternehmen das IoT und IoS der Zukunft nutzen können
Das Internet of Things und das Internet of Services haben großes Potenzial. Aber wie können Unternehmen das Internet of Things und das Internet of Services nutzen? Hier sind einige Tipps.

Anzeige



KI FÜR NETZWERKE DES
KOMMENDEN JAHRZEHNTS
Der KI-gestützte Campus

JETZT LESEN

CLOUDCOMPUTING INSIDER



Social Networks



Newsletter



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Editorial eBooks
themes and
publication plan 2026



TOPICS

- Business apps
- Cloud services
- Cloud strategy
- Cloud-native development
- CRM & ERP
- Development and trends
- SaaS, IaaS, PaaS
- Standards & certification

NEWSLETTER WHITEPAPER WEBINAR EBOOKS PODCAST STELLUNGNAHME

ANMELDEN

**CLOUDCOMPUTING
INSIDER**

IT-Trends Specials Applikationen Services Plattformen Sicherheit Storage Strategie Development CIO Briefing Kompispen mehr...



SCHBEITRÄGE



Systemausfälle bei Vogel, Tunes und Equile
Websites down – Chronik eines Desasters
Alle kennen „Murphy's Law“ und in diesem Fall hat es die Portale von Vogel IT-Shorten getroffen, also auch CloudComputing Insider. Die Websites liefen sich nicht verändern oder mit großer Verzögerung, die Portale waren unerschickbar. Keine bei der IT-Beschaffung, der herangehenden IT-Mannschaft, bei den Redaktionen, im Verkauf.



Neue Alternative aus Hamburg
Impossible Cloud will die Cloud neu denken
Die in Hamburg ansässige Impossible Cloud ist ungemein, eine

Anzeige



DATACENTER INSIDER



Social Networks



Newsletter



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Editorial eBooks
themes and
publication plan 2026



TOPICS

- Co-Location, managed services, hybrid, multi, and private cloud, outsourcing
- Data center management, -monitoring, -audits, -construction, -operation and -cost
- Infrastructure, cooling, energy cost, security network, electricity, standards
- Software, hardware, services
- Trends & Technology – Quantum computing, containers, automation, IoT, open source, artificial intelligence, hybrid cloud, edge
- SDDC, SDI, HCI, Cloud Native, Serverless, and Unikernel, High Performance, and High Availability





Social Networks



Newsletter



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Editorial eBooks
themes and
publication plan 2026



TOPICS

- Digital workplace
- Unified Endpoint Management
- UCC & Teamwork
- Wide Area Networking / SD-WAN
- Software-defined networking
- Wireless LAN & 5G
- Network as a Service (NaaS)
- Routing & switching
- Network administration
- Network infrastructure
- Network monitoring
- Network management
- Network planning & design
- Remote access & VPN
- IPv6
- Active directory & Domain networking





Social Networks



Newsletter



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Editorial eBooks
themes and
publication plan 2025



TOPICS

- Authentication
- Cloud security
- Data protection
- Digital identities
- Digital sovereignty
- Endpoint and network security
- IT compliance
- AI and security automation
- Key management
- Critical infrastructure (KRITIS)
- Cryptography
- Managed security services
- Mobile security, ransomware
- Regulation (CRA, NIS 2, GDPR)
- Risk management
- Security awareness
- Security for Industry 4.0 and IIoT





Social Networks



Newsletter



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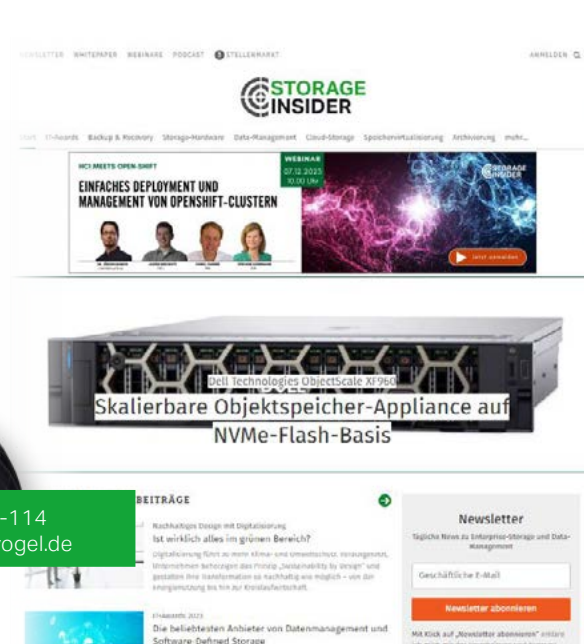
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Editorial eBooks
themes and
publication plan 2025



TOPICS

- Archiving/digitization
- Backup & restore
- Cloud storage
- Container storage
- Compliance & GDPR
- Cyber resilience
- Digital sovereignty
- File systems
- Flash memory & NVMe
- Hard disks
- Hyper-converged infrastructure



- AI storage
- AI software tools
- Sustainability
- Software-defined storage and storage virtualization
- Storage hardware and software
- Storage management
- Storage networks
- Storage systems
- Storage-as-a-service
- Storage security

Lead generation

Lead generation is the skill to use the right bait, in the right waters to the most appropriate time. We offer you target group access and will be happy to advise you regarding your content and the appropriate placement.



WHITEPAPER

In our whitepaper database we publish your technical papers with high solution potential and utility for our readers: e.g. technology studies, market studies, trend analysis, case studies, infrastructure concepts, best practices, checklists, hints & tricks etc.

LIVE WEBINAR

With a live webinar you reach the IT decision makers directly and live on their workplace.

See page 20 for further information.

EBOOKS (EDITORIAL)

Our editorial eBooks bundle specialized information to a chosen top topic. They serve the reader as guidebook and checklist for decision making.

See page 22 for further information.

Lead generation – whitepaper

On Vogel's IT decision makers' online services, whitepaper and webinars are important tools to generate high quality leads. We are pleased to support you during creation of whitepaper.



Premium package

- extensive marketing campaign*
- accompanying promotional activities*
 - banner ads
 - stand alone mailing
 - newsletter sponsoring
- weekly reporting

* Use according to campaign goals

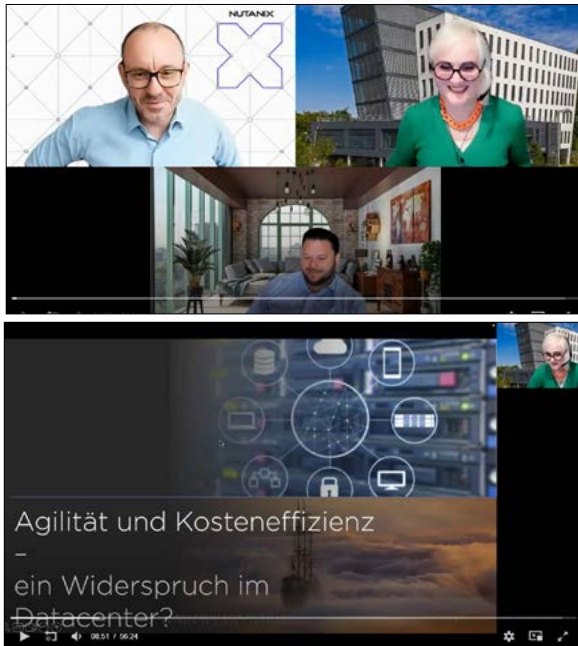
General tip:

The more neutral, technical and less sales oriented your contents 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 oriented and technically competent supplier of solutions.

Lead generation – whitepaper

With a live webinar you reach the IT decision makers directly and live in their workplace. A big plus is the direct feedback from the audience.



LIVE WEBINAR

- duration of conference: approx. 1 hour
- possibility of a live demo

SERVICES

- detailed briefing of your specialized speaker
- Introduction and presentation of your topic by an editor
- integration of a survey in your presentation incl. reporting
- guided Q&A
- detailed participant report
- incl. recording and licence for own use

EXTENSIVE PROMOTION

- on the website and in the newsletter
- email invitation to registered users
- reminder email before the conference begins
- social media announcement

Price 12,500

All rates are quoted in € excl. VAT

Lead generation – customized eBooks

A customized eBook provides you the chance to present your chosen topic to the reader.



YOUR ADVANTAGES:

- exclusive assignment to an important topic
- thought leadership
- lead generation

CUSTOMIZED EBOOK SPONSORING PACKAGE

- volume: 12–16 pages (DIN A4)
- magazin layout
- text and production via publishing house
- look & feel from Insider website

SERVICES:

- content and structure in agreement with your company
- logo embedding on cover page „powered by“
- 2 pages: embedding of a case study or an interview
- 80 leads (all industries, all company size)
- extensive marketing package
- use license (in D-A-CH)

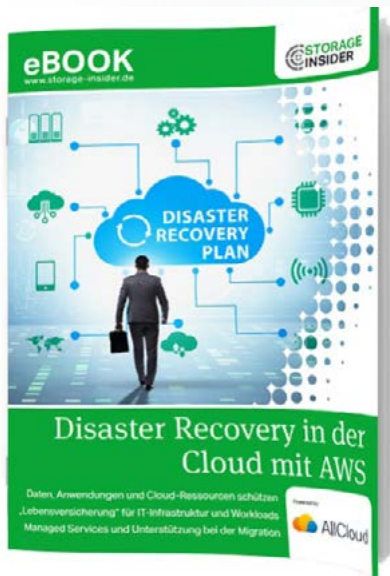
Price 13,900

incl. licence to use

All rates are quoted in € excl. VAT

Lead generation – editorial eBooks

Become a sponsor of our editorial eBooks (topics on the following pages).



Your advantages:

- exclusive assignment to an important topic
- thought leadership
- lead generation
- vendor-neutral view

Editorial eBook sponsoring package

- volume: 12–16 pages (DIN A4)
- magazin layout
- text and production via publishing house
- look & feel of IT decision makers portal

SPONSORING BENEFITS

- logo embedding on cover page „powered by“
- 2 pages: embedding of a case study or an interview
- 80 leads (all industries, all company size)
- extensive marketing package
- License to use (in D-A-CH)

Price 12,500

incl. licence to use

All rates are quoted in € excl. VAT

Editorial eBooks - topics and publication schedule



DP (d/m)

AI regulation and certification	02/2026
Using AI in compliance with data protection regulations	04/2026
Generative AI in practical use with big data	05/2026
Data catalog as a hub	06/2026
AI risk management	10/2026
Data mesh: definition, structure, and benefits	11/2026



DP (d/m)

EU Data Act and Cloud Switching: Exit Strategies Without Lock-in	02/2026
EUCS, BSI C5, ISO 27017/27018: Comparing and Combining Certifications	04/2026
Platform Engineering 2026: From Kubernetes to production-ready Golden Paths	06/2026
Post-Quantum Cryptography in the Cloud: A Migration Roadmap	08/2026
Software supply chain security	10/2026
Cloud incident response 2026: From MFA fatigue to pipeline hijacking	12/2026



DP (d/m)

Cool cooling and hot energy for every data center	02/2026
Things are gradually getting serious: the new generation of quantum computers and their first applications	03/2026
Conversion, dismantling, and migration during ongoing operations	04/2026
Security in, for, and with data centers – laws, regulations, audits, and the consequences	05/2026
Enhanced with AI: ERP and other software packages	06/2026
New foundations for hardware: CPUs, GPUs, IPUs, ASICs, security features, photonic...	10/2026



DP (d/m)

Out-of-band management	03/2026
IT support & ticketing	04/2026
Guide to Network Monitoring and Observability	06/2026
Unified endpoint management	07/2026
CCollaboration with Outlook, Teams, OneDrive, and SharePoint	10/2026
Active Directory and Anzure AD or Entra ID	12/2026

Topics and dates may be subject to change during the year.
For up-to-date information please contact the sales department.

Editorial eBooks - topics and publication schedule



DP (d/m)

Secure products – OT security as a competitive advantage for industry	02/2026
Zero Trust and Identity Management – The Path to an Identity-Centric Perimeter	03/2026
Artificial intelligence – between protective shield and risk	04/2026
Digital sovereignty – data sovereignty and independence reimagined	06/2026
Machine identities & secrets management – certificates, service accounts, and workloads under control	07/2026
Encryption – protecting data, building trust	09/2026
Identity Threat Detection & Response (ITDR) – Detect and stop attacks on identities	10/2026

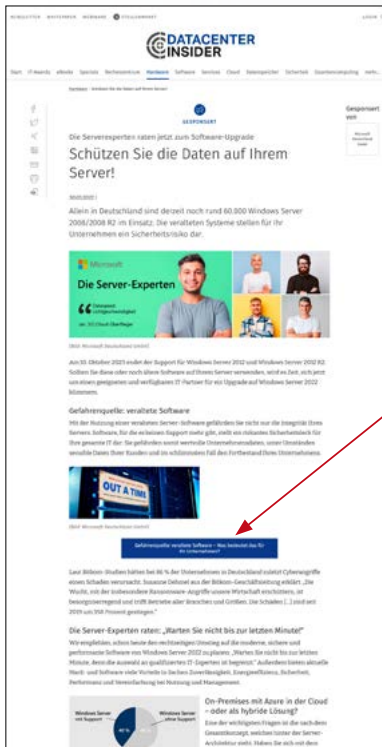


DP (d/m)

Software-defined storage—the solution to all storage problems?	02/2026
Data growth and data management – keep track of everything!	04/2026
Storage for AI: Training, inference, and operation	05/2026
Storage shortage or over-provisioning – how to balance storage requirements	06/2026
AI in storage operations: Tools for data management and security	10/2026
SAS + SATA: Success story with a roadmap	11/2026

Content marketing – online advertorial

High reach through editorial environment.



YOUR ADVANTAGES:

- greatest possible acceptance by editorial look & feel
- increased attention by relevant and informative content
- thought leadership

**Gefahrenquelle: veraltete Software
was bedeutet das für Ihr Unternehmen?**

Call-to-Action-Button

MARKETING PACKAGE

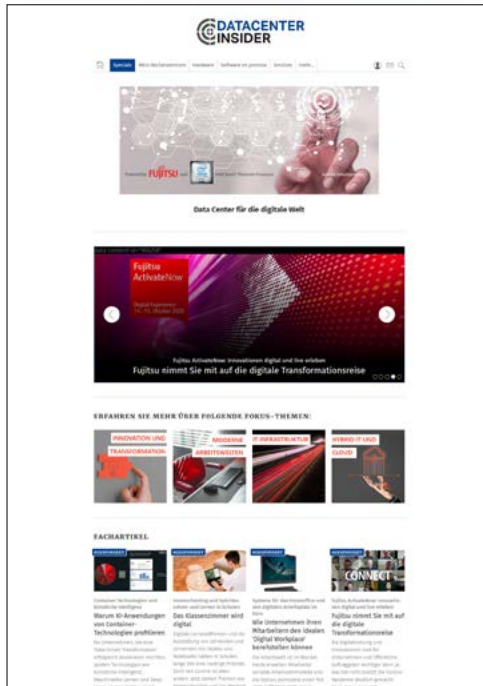
- homepage teaser
- editorial message in the newsletter
- newsletter sponsoring
- banner & social media package
(25,000 impression)

Price 8,500

All rates are quoted in € excl. VAT

Content hub

A content hub is an individual topic channel, that you can customize to your demands.



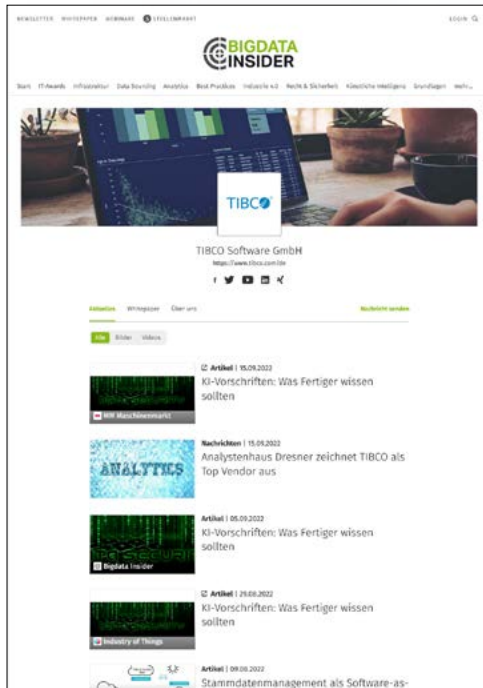
CONTENT HUB – PREMIUM:

- exclusive sponsoring package (banner & logo)
- individual content – potential components:
 - expert articles
 - advertorials
 - news
 - interviews
 - product reviews
- download area:
 - whitepaper
 - webinar
 - pdf

Price on request

minimum duration of 6 months

Dynamic company profile



Each new activity creates a text ad on the homepage!

MORE REACH FOR YOUR INFORMATION

Do you want ...

... to feature your events and roadshows?

... to distribute your press-releases?

... to enhance your social media activities?

... to present your company multimedia-based and interactive?

... to show continuous presence on our homepage

... a teaser in articles **with your given keywords?**

... that all with little effort?

Then present yourself as a solution provider through a dynamic company profile.

Dynamic company profile

12 months

service option: profile-care

All rates are quoted in € excl. VAT

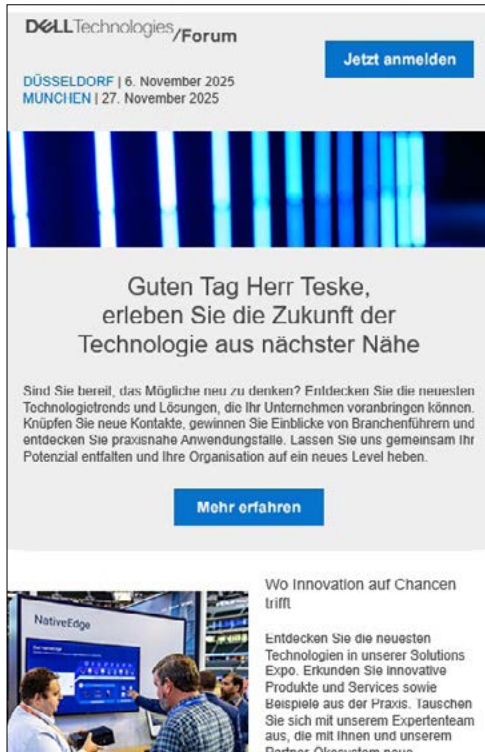
price / year

2,500 per website

on request

Stand alone mailing

We send your promotional emails to IT decision maker (DACH).



Dell Technologies / Forum

DÜSSELDORF | 6. November 2025
MÜNCHEN | 27. November 2025

[Jetzt anmelden](#)

Guten Tag Herr Teske,
erleben Sie die Zukunft der
Technologie aus nächster Nähe

Sind Sie bereit, das Mögliche neu zu denken? Entdecken Sie die neuesten Technologietrends und Lösungen, die Ihr Unternehmen voranbringen können. Knüpfen Sie neue Kontakte, gewinnen Sie Einblicke von Branchenfürhrem und entdecken Sie praxisnahe Anwendungsfälle. Lassen Sie uns gemeinsam Ihr Potenzial entfalten und Ihre Organisation auf ein neues Level heben.

[Mehr erfahren](#)

NativeEdge

Wo Innovation auf Chancen trifft

Entdecken Sie die neuesten Technologien in unserer Solutions Expo. Erkunden Sie innovative Produkte und Services sowie Beispiele aus der Praxis. Tauschen Sie sich mit unserem Expertenteam aus, die mit Ihnen und unserem Partner-Ökosystem neue

BASIC SELECTION (IT)

IT decision maker (DACH)

- cost per mille (CPM) € 350

further selection + € 100

(max. 2 criteria)

Booking volume at least € 4,500 net

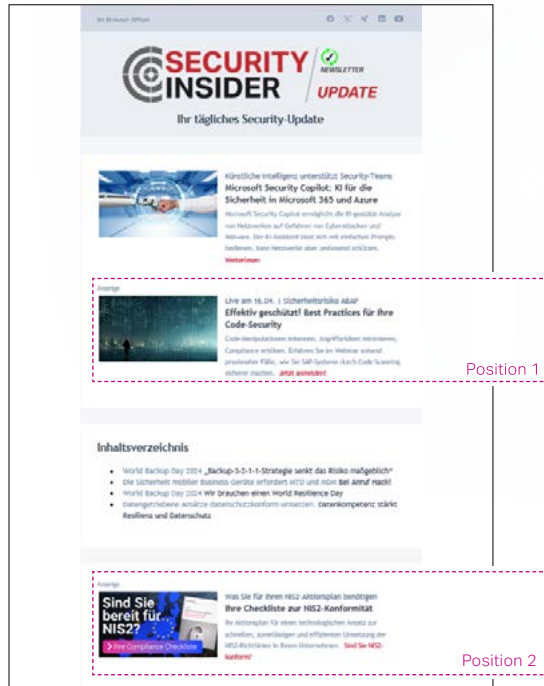
All rates excl. VAT

SELECTION OPTIONS ARE:

- industry
- company size
- function / position in company
- country and area code
- portal

Newsletter advertising

With up to date news, articles & background information does your advertising message reach the user in the relevant context.



- Conditions apply per portal and newsletter.
- Bookings per week only.

SPECIFICATIONS BILLBOARD AD:

- Size: 630 x 250 px

SPEZIFIKATIONS TEXT AD:

- Size picture: 300 x 169 px
- Text segmentation:
 - Overline max. 40 characters*
 - Headline max. 40 characters*
 - Body text max. 220 characters*
 - Link text (bottom) max. 40 characters*

*incl. blanks

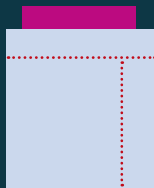
- Link (URL)

Max. file size 49 KB

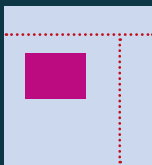
Media formats: gif (static), jpg, png

1 week per portal

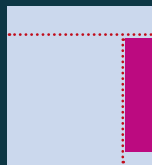
Portal	BigData-Insider CloudComputing-Insider DataCenter-Insider IP-Insider Storage-Insider	Security-Insider
Position 1	3,000	3,500
from Position 2	2,500	3,000

**LEADERBOARD**

(728 x 90 px)

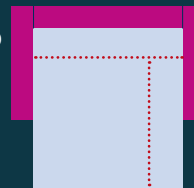
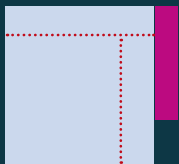
Standard
CPM 125€**CONTENT AD**

(300 x 250 px)

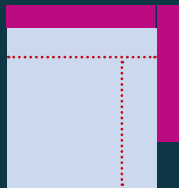
Rectangle / MPU
CPM 155€**HALF PAGE AD**

(300 x 600 px)

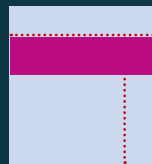
CPM 195€

**BRANDGATE**up 980 x 90 px
+ 1.200 x 90 px
left+ right
160 x 600 px
Background selectable
CPM 280€**SKYSCRAPER**

(160 x 600 px)

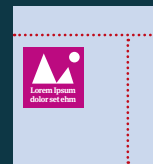
Standard
CPM 125€**WALLPAPER**(Top 728 x 90 px
right 160 x 600 px)

CPM 220€

**BILLBOARD AD**

(960 x 250 px)

CPM 220€

**NATIVE AD**(300 x 300 px)
CPM 155€

DISPLAY-ADVERTISING

* CPM = Cost per mille. All rates are quoted in € excl. VAT

ROS – RUN OF SITE:

Ad appears only on the chosen website.

RON – RUN OF NETWORK:

Ad appears on our whole network.

INSIDER PORTALS

- BigData-Insider
- CloudComputing-Insider
- DataCenter-Insider
- IP-Insider
- Security-Insider
- Storage-Insider

MEDIA FORMATS

- html5
- gif
- jpg
- png
- Rich Media

MAX. FILESIZE:

- 49 KB per element

EXCLUSIVE PLACEMENTS

and

SPECIAL FORMATS

on request!

Our banner advertising follows the recommended standards of the **Coalition for Better Ads**. Our readers benefit from this through easy-reading experience on our pages and our customers benefit by advertising on banner placements, which are better perceived to achieve a sustainable effect.

Keyword- / context advertising

Place your banner without coverage loss across all industries in the entire Vogel Communications Group network:



- Manufacturing
- Automotive & mobility
- Engineering
- Electronics
- Health care
- Marketing & Sales
- Logistics & transport
- IT
- Public sector
- Legal, economics, tax

For conditions please see banner rates (ROS) on page 30

Audience Targeting



Reach B2B users from the INSIDER portals network also on the social media channels (Facebook, LinkedIn) and on the Google Display network.

- Increased awareness through repeated addressing in the social media channels
- Cross-device payout
- Low scatter losses, as only users with an interest in a specific topic are being addressed
- Support with content implementation

PROCEDURE

1. Users deal with their fields of interest on an Insider portal.
2. In particular these users receive your content/banner on the partner pages of our Google Display Network.
3. You reach exactly your target group.
4. We additionally support your campaign by placing your advertisement (potings) on our social media channels.

PLACEMENT & PRICE

- Google AdWords + social media channels of the INSIDER portals
- Minimum booking volume: 30,000 Impressions
- CPM¹: € 150

¹CPM: Cost per mille / per 1,000 Ad Impression, all rates are quoted in € excl. VAT.

Podcast - „Insider Research im Gespräch“



YOUR ADVANTAGES:

- production at low cost and with little effort for you
- attention-grabbing
- reach listeners on an emotional level:
 - higher credibility
 - more personal access and relationship
 - stronger bond
- effective supplement to conventional marketing

Present yourself as an expert with helpful knowledge in the relevant target group

OUR SERVICE

- production of the podcast
- presenter / speaker: Oliver Schonschek
- length of podcast: maximum of 20 minutes
- hosting
- social media package with 15,000 Impressions

Price 4,900

All rates are quoted in € excl. VAT

Podcast - „Security-Insider“



PODCAST – „SECURITY-INSIDER“

Your Advertisement (max. 2) embedded in the editorial Security Podcast.

The Security Insider podcast is aimed at IT security professionals and anyone interested in learning more about IT security, data protection, and compliance. The podcast has been on air since July 2019 and, with over **100 episodes** and an average of **2,500 downloads per month**, the Security Insider podcast is the most successful German-language B2B security podcast.

MODERATOR

Editor-in-chief Peter Schmitz,
co-hosts Melanie Staudacher and Dirk Srocke.

Available on all relevant podcast platforms
(Spotify, Apple Podcasts, Amazon Music, Podimo).

TARGET AUDIENCE

CISOs, IT managers, security teams, and security officers
in public authorities.

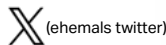
Price on request.

Deep Dive

The DEEP DIVE is a technically in-depth look at your solution. From technicians for technicians!



DEEP DIVE
on one of the 7 Insider websites



Current examples

- » How Trend Micro ensures security, compliance, and governance with Cloud One Conformity (security-insider.de)
- » Targeted monitoring of web applications with Cisco ThousandEyes (ip-insider.de)
- » Data migration from any legacy environment to SAP cloud environments (bigdata-insider.de)

YOUR SERVICES

- video production
 - recording as a web session (Zoom)
 - structuring and splitting into several chapters with a playlist
 - production as a YouTube video
- moderation / presentation
 - professional co-presentation by an IT expert
- publication
 - article about the DEEP DIVE on an insider portal
- newsletter
 - integration and application through our newsletter
- social media
 - banner and social media package with 20,000 impressions
- video usage
 - embedding the YouTube link

YOUR BENEFITS

- focus on high-end target group
- low barrier for potential customers
- consolidation of user knowledge
- high acceptance through editorial placement
- presence on the respective website & YouTube channel
- multimedia preparation

Price 8,500

All rates are quoted in € excl. VAT



SECURITY MOMENTUM 2027

INNOVATION, SOVEREIGNTY, SECURITY

Those who only defend today will lose tomorrow. In our special edition Security Momentum 2027, we show you how to make security a growth driver – with a clear strategy and maximum impact. When zero trust sets the framework, cloud and SaaS initiatives reach their goals faster and in a controlled manner. In the pipeline, DevSecOps integrates development and security into a continuous flow that accelerates releases and improves quality. At the same time, robust supply chain security provides verifiable evidence that leads to trusting partnerships. Privacy by design? It becomes a selling point. More conversions, higher customer loyalty, real differentiation from the competition. And with targeted security awareness programs, you can leverage measurable productivity reserves in your day-to-day business. Instead of despairing over budget plans, let the return on investment speak for itself: clear KPIs, maturity models, reference architectures, and board-ready business cases make progress visible and financeable. Combine innovation, sovereignty, and security into a powerful lever – for greater speed, resilient compliance, and sustainable competitiveness through 2027 and beyond.

DDP: October 2026



CLOUD MAKERS AND AI JUGGLERS

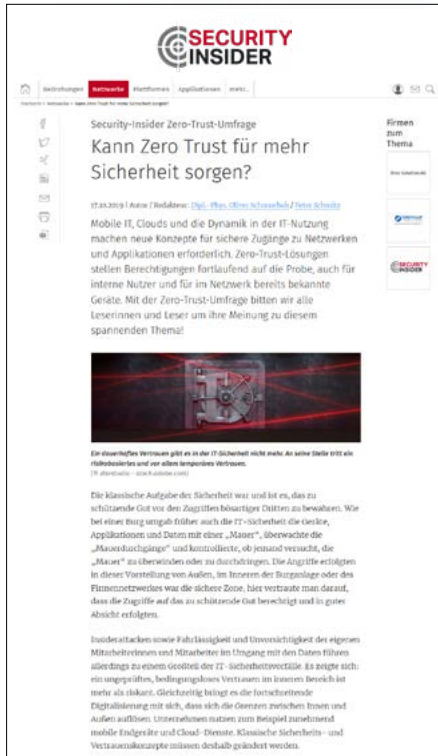
HOW DOES EXPERTISE BECOME EXCELLENCE?

The data center is IT space, availability, and physical security—and it's also the place where clouds are created and connected, where AI magic emerges from hardware, software, and connectivity, where AI agents work and data is analyzed, moved, combined, and stored.

- Cloud computing is now established, but how can it be implemented in the data center?
- AI jugglers are desperately sought after, and new types of computers and programs are already available and eager to be admitted to data centers.
- IT, infrastructure, and basic knowledge are available, but how can they be turned into excellence?
- And does today's data center bring everything together to fulfill sustainability and innovation not as a chore, but as a driving force? Because excellence is a must if a company or society wants to move forward.
- And does today's data center bring everything together to not only fulfill sustainability and innovation as a chore, but to lead the way? Because excellence is a must if a company or society is to continue to exist tomorrow.

DDP: September 2026

Market research



YOU LIKE TO KNOW ...

- ... how markets are changing?
- ... which topics are of interest for your customers?
- ... what your target group thinks?
- ... what your target group is buying? Now and in the future.
- ... how they decide?

We provide the base 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 READERS' SURVEY

- 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

Price 13,900

All rates quoted in €, excl. VAT

Excerpt of our references



MORE SUCCESS FOR YOUR B2B-MARKETING

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IT-BUSINESS



embedded-software-engineering
Fachwissen für Software-Professionals

