IT-BUSINESS

IT'S A PEOPLE BUSINESS

MEDIAPACK

2027

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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Instagram
X



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IT-BUSINESS

Publishing schedule	every two weeks
Day of publication	Monday
Printed circulation	15.250 (IVW-EDA QIII/2026)
Distributed circulation	46.599 there of 31.707 ePaper (IVW-EDA QIII/2026)
Area of circulation	Germany
Internet	www.it-business.de
ISSN	1864-0907

BANK DETAILS
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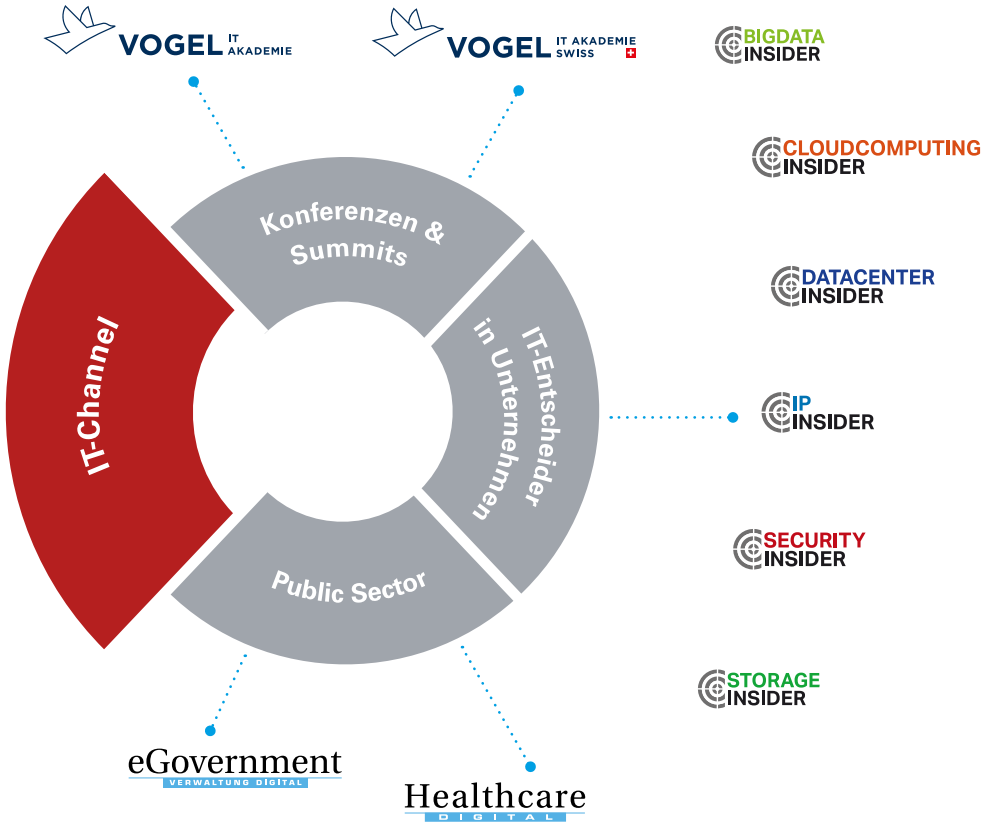
IT-BUSINESS

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.





Dates + Facts

5,800,000 +
page impressions last 12 months
(State: 11/2026)

46,599
distributed circulation
there of
31,707 ePaper

23,500 +
newsletter recipients
twice per day

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

15,000 +
qualified leads
generated in 2026

Social Media
67,000 +



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IT is a people business.
That's what our team has stood for for over 34 years!
The ordinary bores us; the impossible challenges
us; and the success we achieve together is what drives us.
Our unique multimedia concept offers you
the most creative media portfolio in the industry.
Promising, modern, and innovative.

Lilli Kos



Sylvia Benesch
Editor in Chief
sylvia.benesch@vogel.de

The IT-BUSINESS editorial team provides the IT channel with what it needs for its business: independent journalism that identifies trends early on, examines markets in depth, and offers guidance for decision-making. System integrators, resellers, and IT service providers trust us because we report objectively, critically, and with a practical focus. It is precisely this trust that makes IT-BUSINESS a platform where your topics carry weight.

Sylvia Benesch

Magazine
Print & ePaper

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PUBLISHING SCHEDULE

IT-BUSINESS Magazine & Channel Guides

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

	No.	DP	DD	Channel Guide
January	1	25/01/2027	18/01/2027	
February	2	08/02/2027	01/02/2027	
	3	22/02/2027	15/02/2027	
March	4	08/03/2027	01/03/2027	
	5	22/03/2027	15/03/2027	
April	6	12/04/2027	05/04/2027	Data
	7	26/04/2027	19/04/2027	
May	8	10/05/2027	03/05/2027	KI
	9	24/05/2027	14/05/2027	
June	10	07/06/2027	31/05/2027	IT-Security
	11	21/06/2027	14/06/2027	

PUBLISHING SCHEDULE

IT-BUSINESS Magazine & Channel Guides

	No.	DP	DD	Channel Guide
July	12	05/07/2027	28/06/2027	
	13	19/07/2027	12/07/2027	
August	14	09/08/2027	02/08/2027	
	15	23/08/2027	16/08/2027	
September	16	06/09/2027	30/08/2027	
	17	20/09/2027	13/09/2027	Cloud
October	18	04/10/2027	27/09/2027	
	19	18/10/2027	11/10/2027	
November	20	02/11/2027	25/10/2027	
	21	15/11/2027	08/11/2027	
December	22	01/12/2027	22/11/2027	Year calender 2028
	23	13/12/2027	06/12/2027	IT-BUSINESS HIGHLIGHTS

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

ADVERTISING FORMATS AND PRICES



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

PRINT & EPAPER

ADVERTISING FORMATS AND PRICES



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 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.

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

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.

CROSSMEDIA

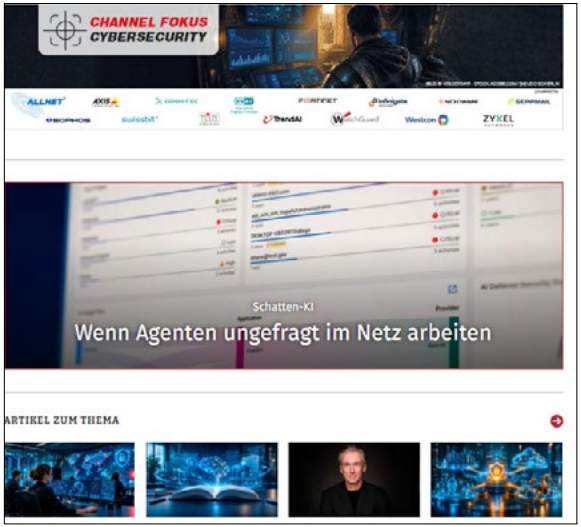
We place your channel portfolio across all types of our media platforms.

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.





WEBSITE



MAGAZIN



SOCIAL

Storytelling



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!

PEOPLE STRATEGIES & INNOVATIONS

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

CROSSMEDIA



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)

READERS STRUCTURE

Position of recipient

Executive management	28,9%
Specialist employee	21,8%
Head of department	9,0%
Project / Teamlead	3,3%

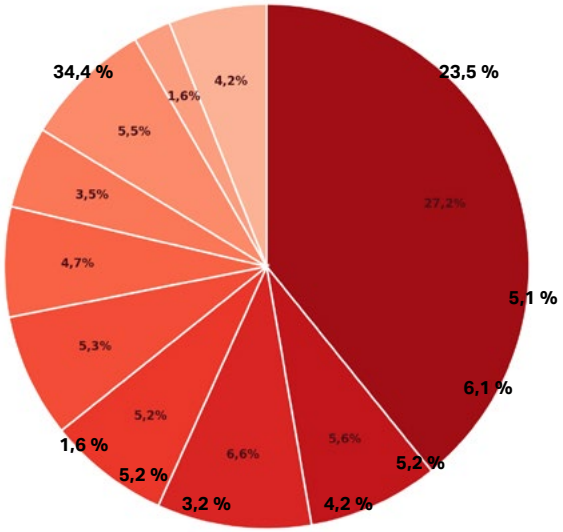
Function of recipient

Management	24,1%
IT	17,1%
Sales / Distribution	13,5%
Marketing	2,9%
Business Development	3,4%
Customer Service	0,9%

Distribution of readership according to business focus

IT-System Houses / MSPs	40,3%
Specialized trade	15,3%
E-Tailer	5,3%
Broadline Distributors/ Value Added Distributors	5,2%
Datacenter / Colocators	1,1%
Software and SaaS Vendors	4,3%
IT Agencies and promotion	2,1%

Source: IVW - EDA I 2026



27,2 %
1 – 9 Employees

5,6 %
10 – 19 Employees

6,6 %
20 – 49 Employees

5,2 %
50 – 99 Employees

5,3 %
100 – 199 Employees

4,7 %
200 – 499 Employees

3,5 %
500 – 999 Employees

5,5 %
100 – 4.999 Employees

1,8 %
5.000 – 10.000 Employees

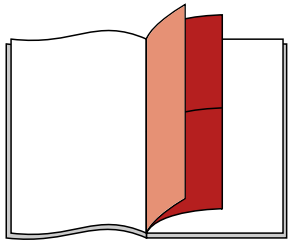
4,2 %
> 10.000 Employees

Source: IVW - EDA I 2026



LOOSE INSERTS
Printed matter (e.g. sheets, cards, mailing leaflets, prospects) which are enclosed in carrier publication.

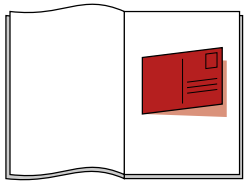
Min. format	105 x 148 mm	
Max. format	220 x 290 mm (larger formats on request)	
Max. thickness	4 mm	
Weight	Min. 5g	
Space booked	total circulation	
Guideline	delivery in end format, folded and trimmed	
Price per 1000	loose inserts up to 25g:	290.-
	each additional 10g:	+ 30.-
	raise for selection	120.-



BOUND INSERT
Several pages of printed matter, fixed tightly in carrier publication.

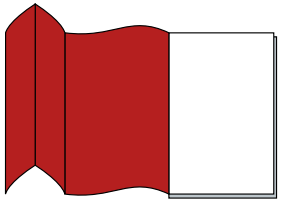
Min. format	148 x 115 mm
Max. format	230 x 300 mm
Max. thickness	2 mm
Weight	4 pages min. 80g/qm, more than 8 pages min. 50g/qm
Occupancy	complete edition
Guideline	**Insert in notebook format:** Trimm 5 mm (all sides), fold 10mm. **File smaller than notebook:** Bottom and on the sides trimm at the end. 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;
Rate	4 pages 14,900.- 6 pages 16,900.- 8 pages 18,900.-

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 magiazine cover (3 pages).
Price 21,900.-

BELLY BAND



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

PRINT

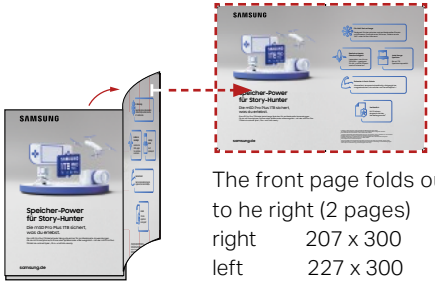
SPECIAL FORMS OF ADVERTISING

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

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

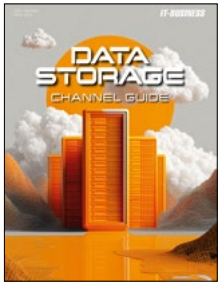
Size 40 pages
Format DIN A4
Distribution Readership of IT-BUSINESS, Trade Fairs and Events
Input 3,200 characters incl. blanks and 2 pictures in 300 dpi, per page + source

PRINT

TOPICS	DATE OF ISSUE
Data	april 2027
KI	may 2027
IT-Security	june 2027
Cloud	september 2027

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 2027/28« 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 13/12/2027

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.-

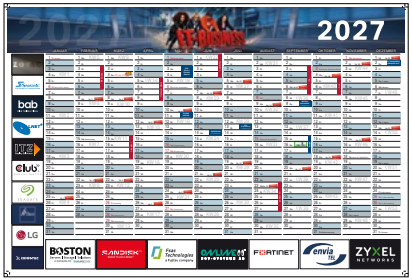
*We take over the design of your company portrait with a standardized layout. You only deliver text and picture contents. Please ask your account manager for additional information regarding the process and dates.

PRINT

YEAR PLANNER 2028

Do you want to be in the field of vision of your trade partner? Then make use of the IT-BUSINESS Year Planner 2028! 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 2028	01/12/2027

Digital data delivery

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_0927)

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

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MEDIA FORMATS

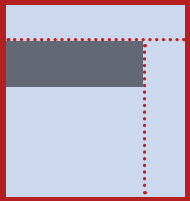
- html5
- gif
- jpg
- png
- Rich Media

MAX. DATA SIZE

- 49 KB per element

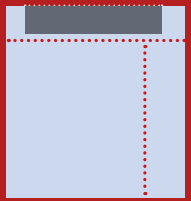
Our banner advertising follows the recommended standards of the coalition for better ads. Our readers benefit is a more enjoyable experience on our pages. Our customers benefit from advertising on banners that are better perceived and achieve a sustainable impact.

Download: Technical Specifications

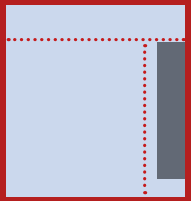


BILLBOARD
960 x 250 px

CPM 220.-

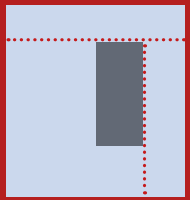


LEADERBOARD
Standard / 728 x 90 px
TKP 130,-



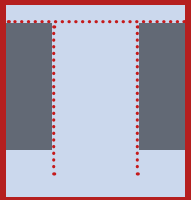
SKYSCRAPER
Standard
160 x 600 px

CPM 160.-



HALF PAGE AD
300 x 600 px

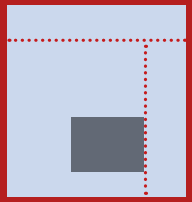
CPM 220.-



PAGE SKIN
Please ask your sales manager for specifications

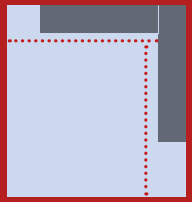
CPM 270,-

All rates are quoted in € excl. VAT



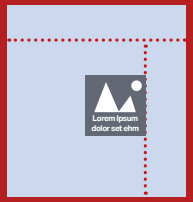
CONTENT AD
300 x 250 px
Rectangle / MPU

CPM 180.-



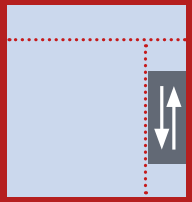
WALLPAPER
728 x 90 top
+160 x 600 px right
or 120 x 600 right,
background colour
with hex code

CPM 250.-



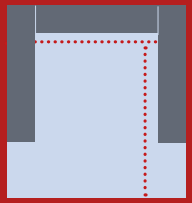
NATIVE AD
Text with max. 50 signs
headline max.
30 signs
picture: 300 x 300 px

CPM 180,-



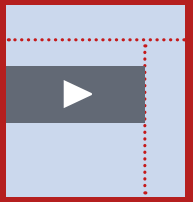
STICKY AD
(Skyscraper)
160 x 600 px

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

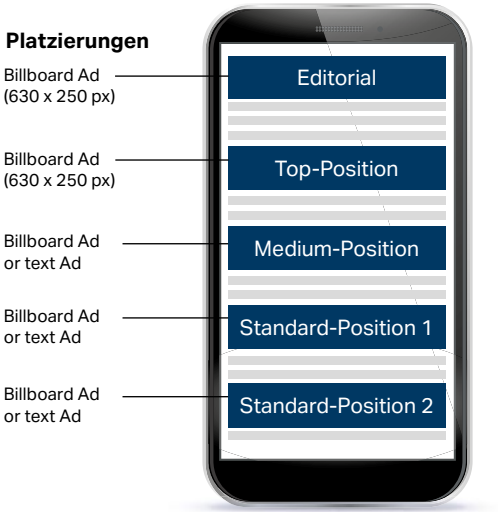
Redirect- / Third-Party Advertising
Adserver is possible
Animated banners for newsletters
Please note that in Outlook 2007/2010, for animated gif banners, only the first frame is displayed. The animation will no longer be able to be displayed in Outlook since version 2007.
Data delivery
Please send your data to your contact person up to three days before the campaign starts or to banner.vit@vogel.de.

Newsletter-Advertisment

IT-BUSINESS
Newsletter delivery twice/day to registered recipients



Platzierungen



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. 40 signs, text (max. 250 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

Online Advertorial / Best Practice

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
• 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,–

Online advertorial with lead generation	Price/Euro
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@linkedIn with 19,600 follower



Example: WatchGuard

DIGITAL COMMUNICATION

Whitepaper



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

Channel Webcast



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	7,900.- no discount available
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	

All rates are quoted in € excl. VAT

DIGITAL COMMUNICATION

Podcast



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

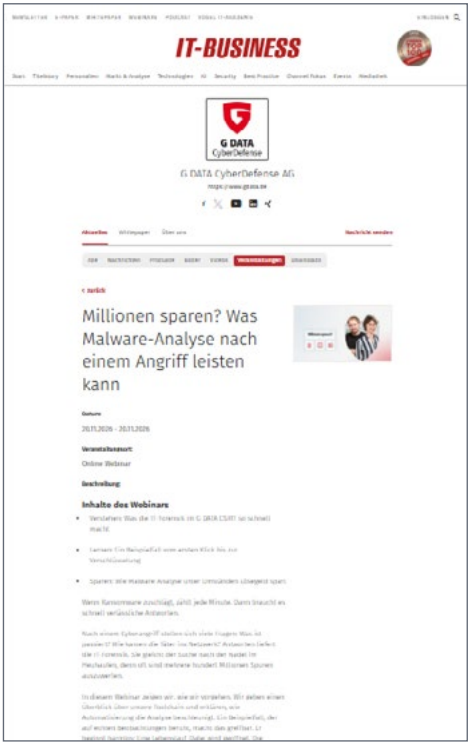
- Production of the podcasts
- Length of the podcast: max. 20 minutes
- Hosting
- Social media promotion

Price: 6,500.-
per recording/story

All rates in €, plus VAT

DIGITAL COMMUNICATION

Eventpromotion



Do you have an event, a trade fair or a special occasion to present in prominent position?

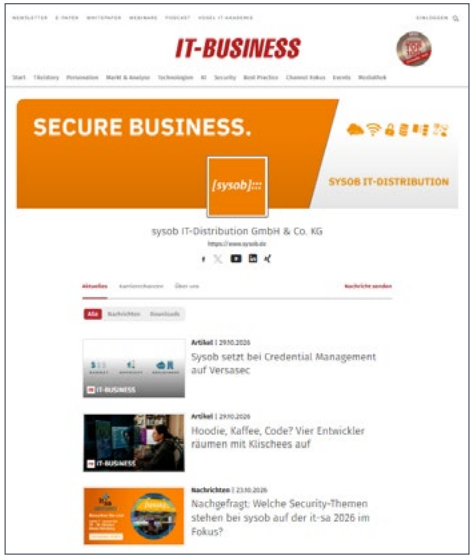
Make use of our event package to attract attention to your event and invite participants via effective marketing tools like premium event insertion, promotion box or newsletter.

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

Company Microsite



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

Stand Alone Mailing



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

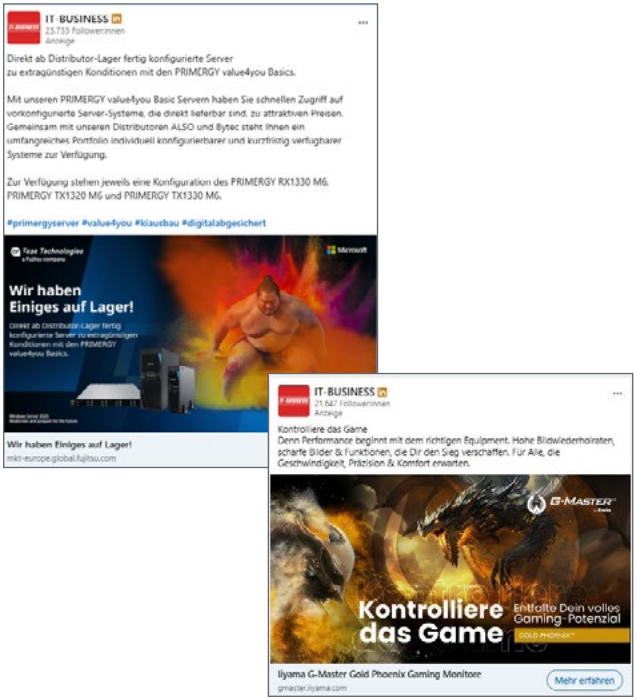
Price per transmission* 6,900.-

6,000 recipients

All rates in €, plus VAT

DIGITAL COMMUNICATION

Social Targeting



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.

MORE SUCCESS FOR YOUR B2B-MARKETING

IT-BUSINESS

IT'S A PEOPLE BUSINESS

Vogel IT-Medien GmbH | Max-Josef-Metzger-Str. 21 | D-86157 Augsburg | Telefon 0821 21 77-0 | www.vogel.de

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DeviceMed · ELEKTRONIK PRAXIS · elektrotechnik · embedded-software-engineering · Fahrzeug+Karosserie · FOODTEC INSIDER · GEBRAUCHTWAGEN PRAXIS

kfz-betrieb · konstruktions praxis · LABOR PRAXIS · marconomy · MM MaschinenMarkt · Next Mobility · PROCESS · Schüttgut