

# ***IT-BUSINESS***



Crossmedia planer

**2016**

M e d i a p a c k

Price list no. 18

PRINT | ONLINE | EVENTS | SERVICES

***IT-BUSINESS***

[www.it-business.de](http://www.it-business.de)



**Vogel** Business Media

## ■ Publishing House

Vogel IT-Medien GmbH  
August-Wessels-Str. 27  
D-86156 Augsburg  
Tel. 0821 2177-0  
www.vogel-it.de

## ■ Publishing House

Werner Nieberle

## ■ Bank Details

Commerzbank Würzburg  
BLZ 790 800 52  
Kto.-Nr. 309 771 700  
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## ■ IT-BUSINESS

Publishing schedule every two weeks  
Day of publication Monday  
Printed circulation 26,600 Ex. (IVW QIII/2015)  
Distributed circulation 26,236 Ex. (IVW QIII/2015)  
Area of circulation Germany  
Internet www.it-business.de  
ISSN 1864-0907

## Disposition

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## Data delivery

page 17

## ■ Memberships



Informationsgemeinschaft zur Feststellung der  
Verbreitung von Werbeträgern e.V.



International Federation of the Periodical Press

## ■ Social Medias



General conditions for ads and promotion are available in the Vogel customer center: [www.kunden.vogel.de](http://www.kunden.vogel.de)



Vogel Business Media

Vogel IT-Medien GmbH, Augsburg is a wholly owned subsidiary of Vogel Business Media, 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 Computing, Security-Insider.de, Storage-Insider.de, IP-Insider.de, DataCenter-Insider.de, CloudComputing-Insider.de and BigData-Insider.de.

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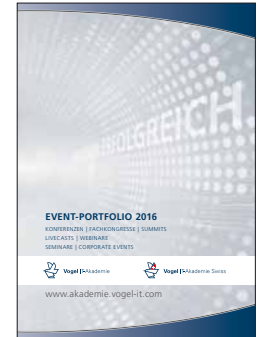
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ira.zahorsky@it-business.de

## The integrated cross-media concept for your successful marketing in the IT channel

With IT-BUSINESS Media you reach the decision makers in the IT trade intermedial and effectively in the most important phases of the decision process.

The complete media concept of IT-BUSINESS has been extended with lots of creativity, passion and attention to details into an “all around service” for you: 360° Channel – what more could you ask for?

In the process you obtain the best possible backup of a professional and service oriented consulting team.



- **Magazine – IT-BUSINESS** provides biweekly thoroughly researched background information of the IT channel and strategic relevant business and technology knowledge.
- **Online – IT-BUSINESS.de** offers all necessary information that should be immediately and in high quality at the partners' disposal: news, whitepapers, webcasts and case studies as well as an extensive manufacturer and distributor database.
- **Events – The Vogel IT-Akademie** imparts with its events the necessary hard & soft skills to a wide spectrum of trading partners. The target is to successfully position yourself in the market and to foster business contacts. Apart from management and sales trainings the Vogel IT-Akademie organizes business summits around the topics cloud computing, virtualization, storage and IT security. Over 30,000 IT experts and customers have shared their experience with over 1,000 speakers.



## Content-Print

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The IT-Channel magazine

## IT-BUSINESS – a magazine that sets standards



IT-BUSINESS concentrates channel knowledge for 25 years and is more attractive as advertising medium than ever!

With 26,236 (IVW III/2015) qualified coverage in IVW-EDA proofed quality the magazine offers you the maximum market penetration in the channel.

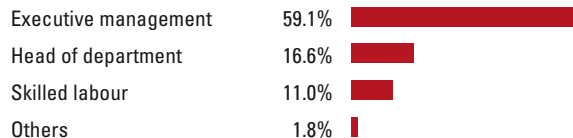
Thus IT-BUSINESS is the ideal medium to convince the decision makers of the german channel of your products, solutions and expertise.

Particular attention is paid to the channel perspective of the most important manufacturers and distributors and best practices that show how their readers cope successfully with the challenges in the IT market.

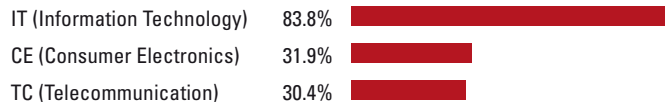
It's therefore a top source of information for IT decision makers and your premium partner for successful channel marketing.



### Position of recipient (multiple naming)

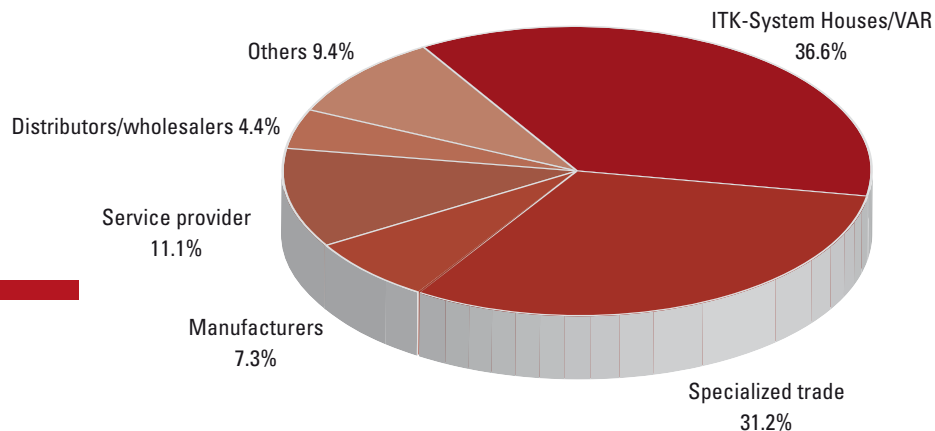


### Product segments (multiple naming)



Printed circulation 26,600 Ex. (IVW QIII/2015)  
 Distributed circulation 26,236 Ex. (IVW QIII/2015)  
 Publishing Schedule every two weeks

### Distribution of readership according to business focus



Source: IVW EDA circulation certificate II/2014 - I/2015

No	IT-BUSINESS Spezial	Date of publication	Ad delivery	Specials	Date of publication	Fair trades & events
1	USV, cooling & climate control	11/01/2016	18/12/2015			
2	Displays & graphic design	25/01/2016	18/01/2016			
3	Mobile devices: notebooks, tablets, smartphones	15/02/2016	08/02/2016			<b>25/02 – 26/02 IT-BUSINESS Executive Summit</b>
4	IT accessories & gadgets	29/02/2016	22/02/2016			
5	IT security	14/03/2016	07/03/2016			14/03 – 18/03 CeBIT
6	Partner programs	29/03/2016	22/03/2016			
7	Data capturing & DMS	11/04/2016	04/04/2016	Storage & big data guide 2016	april	<b>06/04 – 04/05 STORAGE Technology Conference</b>
8	Education & digital classroom	25/04/2016	18/04/2016			
9	Managed services	09/05/2016	02/05/2016			<b>12/05 – 13/05 HOSTING &amp; SERVICE PROVIDER Summit</b>
10	Desktop pcs & thin clients	23/05/2016	17/05/2016			
11	Printing & MPS	06/06/2016	31/05/2016			
12	Cloud computing	20/06/2016	13/06/2016	IT security guide 2016	june	<b>09/06 – 07/07 IT-SECURITY MANAGEMENT &amp; TECHNOLOGY Conference</b>
13	Big data & business analytics	04/07/2016	28/06/2016			
14	Server & desktop virtualization	18/07/2016	11/07/2016			



No	IT-BUSINESS Spezial	Date of publication	Ad delivery	Specials	Date of publication	Fair trades & events
15	Industrie 4.0 & internet of things	01/08/2016	25/07/2016			
16	Gaming hardware & components	15/08/2016	08/08/2016			19/08 – 21/08 Gamescom, Cologne
17	Smart home & NAS	29/08/2016	22/08/2016			02/09 – 07/09 IFA, Berlin
18	Value added distribution	12/09/2016	29/08/2016	Virtualization & cloud computing guide 2016	september	<b>13/09 – 28/09 CLOUD COMPUTING &amp; VIRTUALISIERUNG Technology Conference</b>
19	Enterprise mobility	26/09/2016	19/09/2016			<b>06/10 – 07/10 ENTERPRISE MOBILITY Summit</b>
20	Healthcare IT	10/10/2016	04/10/2016			
21	Storage & data management	24/10/2016	17/10/2016			<b>26/10 DATACENTER DAY 2016</b>
22	Digital signage	07/11/2016	02/11/2016			
23	Telecommunication & unified communications	21/11/2016	14/11/2016			<b>24/11 Night of IT-BUSINESS, Augsburg</b>
24	Endpoint & mobile security	05/12/2016	28/11/2016	Year planer 2017	december	
25	IT infrastructure & networking	19/12/2016	12/12/2016	Year book highlights 2016/2017	december	

Subject to modifications.

Please ask your Account Manager for more information about Sponsorship of IT-BUSINESS Special.

**Your Marketing Benefit:**

- ✓ Image & Brand Awareness
- ✓ Product & Solution Competence
- ✓ Partner Recruitment
- ✓ Direct increase in sales
- ✓ High qualified coverage

**2/1 page**

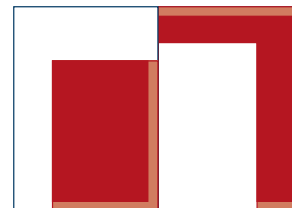
Type area: 426 x 280 mm  
Trim size\*: 460 x 300 mm

**1/1 page**

Type area:  
200 x 280 mm  
Trim size\*:  
230 x 300 mm

**Junior page panorama, above compound**

Type area: 308 x 205 mm  
Trim size\*: 308 x 215 mm

**Junior page**

Type area:  
141 x 205 mm  
Trim size\*:  
154 x 215 mm

**Hockey-Ad**

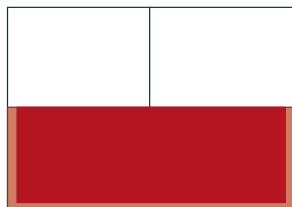
Type area:  
Outer edge 230 mm x 300 mm  
Ad space 81 mm afloat  
Bleed minimum 3 mm

**IT-BUSINESS****Type area**

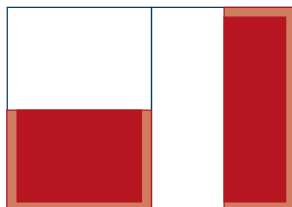
200 x 280 mm  
(3 columns)

**Magazine Trim Size**

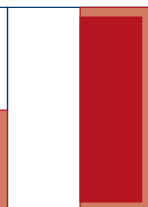
230 x 300 mm  
\* (please add min.  
3 mm bleed)

**2 x 1/2 page panorama, above compound**

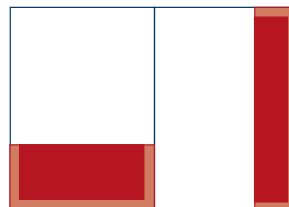
Type area: 426 x 137 mm  
Trim size\*: 460 x 146 mm

**1/2 page horizontal**

Type area:  
200 x 137 mm  
Trim size\*:  
230 x 146 mm

**1/2 page vertical**

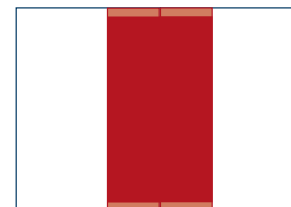
Type area:  
100 x 280 mm  
Trim size\*:  
117 x 300 mm

**1/3 page horizontal**

Type area:  
200 x 92 mm  
Trim size\*:  
230 x 101 mm

**1/3 page vertical**

Type area:  
67 x 280 mm  
Trim size\*:  
84 x 300 mm

**2/3 page panorama**

Type area: 190 x 280 mm  
Trim size\*: 190 x 300 mm

Fractional size		Basic price	3 x	6 x	9 x	12 x	18 x	25 x
advertisement 4c	1/1 page	10,900	10,355	9,810	9,265	8,938	8,720	8,175
	2/1 page	19,500	18,915	18,525	17,550	16,575	15,990	14,625
	Junior page / Hockey	7,900	7,505	7,110	6,715	6,478	6,320	5,925
	Junior page panorama	13,800	13,386	13,110	12,420	11,730	11,316	10,350
	1/2 page	6,500	6,305	6,175	5,850	5,525	5,330	4,875
	1/2 page panorama	11,500	11,155	10,925	10,350	9,775	9,430	8,625
	1/3 page	4,800	4,656	4,560	4,320	4,080	3,936	3,600
	1/3 page editorial	6,500	6,305	6,175	5,850	5,525	5,330	4,875
	2/3 page	8,500	8,245	7,650	7,225	6,970	6,800	6,375

Cover pages		Basic price	3 x	6 x	9 x	12 x	18 x
4c	2nd Cover page	12,500	11,400	10,800	10,200	9,840	9,600
	3rd Cover page	11,500	10,450	9,900	9,350	9,020	8,800
	4th Cover page	13,500	12,350	11,700	11,050	10,660	10,400

All rates are quoted in € excl. VAT

## Discounts

Quantity Discount – whole page formats	
3 pages	5%
6 pages	10%
9 pages	15%
12 pages	18%
18 pages	20%
25 pages	25%

Series Discount – page proportionately formats	
from 3 x	3%
from 6 x	5%
from 9 x	10%
from 12 x	15%
from 18 x	18%

The stated discounts from basic price are only valid with booking in one calendar year.

All rates are quoted in € excl. VAT

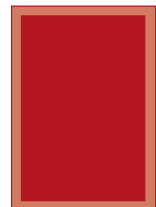
## Advertorial – Advertisement in magazine style

Surely you have information about topics that are not really suitable for a classic advertisement. Just use this information in an advertorial!

The professional IT-BUSINESS team sets your content into a layout appropriate to the magazine and the neutral design attracts the particular attraction of the reader.

1/1 page

Type area: 200 x 258 mm  
Trim size: 230 x 300 mm  
minimum trim on all outer edges



1/1 page: max. 4.000 characters incl. blanks/page and max. 1-3 pictures in 300 dpi resolution

**Your Marketing Benefit:**  
✓ Product & Solution Competence  
✓ Partner Recruitment  
✓ High qualified coverage

**ADVERTORIAL**

### AppAssure – viel mehr als eine Backup Software



Die AppAssure-Plattform ist eine Cloud-basierte Backup-Lösung, die es Unternehmen ermöglicht, ihre Daten in der Cloud zu sichern und zu verwalten. Die Plattform ist flexibel und skalierbar und kann an die Bedürfnisse jedes Unternehmens angepasst werden. Sie bietet eine intuitive Benutzeroberfläche und eine Reihe von Funktionen, die die Verwaltung von Backups vereinfachen. AppAssure ist eine der führenden Backup-Lösungen auf dem Markt und wird von zahlreichen Unternehmen weltweit eingesetzt.

**Backup Appliances für VMs und Clouds**

Die AppAssure-Plattform ist eine Cloud-basierte Backup-Lösung, die es Unternehmen ermöglicht, ihre Daten in der Cloud zu sichern und zu verwalten. Die Plattform ist flexibel und skalierbar und kann an die Bedürfnisse jedes Unternehmens angepasst werden. Sie bietet eine intuitive Benutzeroberfläche und eine Reihe von Funktionen, die die Verwaltung von Backups vereinfachen. AppAssure ist eine der führenden Backup-Lösungen auf dem Markt und wird von zahlreichen Unternehmen weltweit eingesetzt.


**Beste Schutz vor Ransomware**

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Example: AppAssure

**ADVERTORIAL**

### Dells deduplizierendes Doppel



Die Dell deduplizierende Doppel-Lösung ist eine Cloud-basierte Backup-Lösung, die es Unternehmen ermöglicht, ihre Daten in der Cloud zu sichern und zu verwalten. Die Plattform ist flexibel und skalierbar und kann an die Bedürfnisse jedes Unternehmens angepasst werden. Sie bietet eine intuitive Benutzeroberfläche und eine Reihe von Funktionen, die die Verwaltung von Backups vereinfachen. Dell deduplication ist eine der führenden Backup-Lösungen auf dem Markt und wird von zahlreichen Unternehmen weltweit eingesetzt.

**Die Plattform für Deduplizierung und Backup für VMware**

Die Dell deduplizierende Doppel-Lösung ist eine Cloud-basierte Backup-Lösung, die es Unternehmen ermöglicht, ihre Daten in der Cloud zu sichern und zu verwalten. Die Plattform ist flexibel und skalierbar und kann an die Bedürfnisse jedes Unternehmens angepasst werden. Sie bietet eine intuitive Benutzeroberfläche und eine Reihe von Funktionen, die die Verwaltung von Backups vereinfachen. Dell deduplication ist eine der führenden Backup-Lösungen auf dem Markt und wird von zahlreichen Unternehmen weltweit eingesetzt.

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Example: Dell

Fractional size	Basic price	3 x	6 x	9 x	12 x	25 x
4c 1/1 page	10,900	10,355	9,810	9,265	8,938	8,175

All rates are quoted in € excl. VAT

## IT-BUSINESS SPEZIAL

In line with our special publications we offer you the possibility to convince the IT-Channel with your products and solutions. IT-BUSINESS SPEZIAL is a platform, where you can introduce your solution portfolio to a broad professional audience, place an interview or statement about an up to date issue and present services for your partners and customers.

Possible contents for a IT-BUSINESS SPEZIAL:

- Presentation of your interesting products and solutions
- Case study
- Description of services
- Sales arguments
- The most important features about a product and/or empirical value
- Technical contribution
- Interview or statement

For current topics please see page 8-9

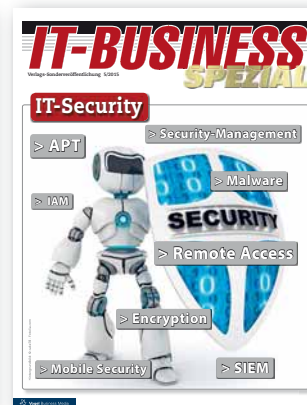
Total volume: 2-3 pages

Number of characters:

- Advertorial 1/1 page: 3,200 characters incl. blanks and 1-2 pictures
- Each additional following page: 4,000 characters incl. blanks
- Interview 1/1 page: 4,100 characters incl. blanks and 1 picture
- Interview 2/1 page: max. 8,100 characters incl. blanks and 1-3 pictures

Additional publication of IT-BUSINESS Spezial topics as eBook on our homepage IT-BUSINESS.de.

Price on request



IT-BUSINESS covers your exclusive topic in a special edition. IT-BUSINESS SPOTLIGHT is especially suited for company's anniversaries, complete presentations of companies or product launches or the introduction of a successful partnership of a distributor and a manufacturer (IT-BUSINESS power-duo). We design your IT-BUSINESS SPOTLIGHT according to your CI guidelines.

### IT-BUSINESS SPOTLIGHT

- Conceptual design with captive content only
- Support during content revision by our editorial staff
- Design & production with your delivered picture material
- Print production
- Volume: 8 pages
- Coverage: 30.000 copies
- Distribution as bound-in insert in IT-BUSINESS
- 4/4 colour print

26,000

All rates are quoted in € excl. VAT

### Promotion IT-BUSINESS SPOTLIGHT

Exclusive editorial reports about your product/company

Publication & promotion via all channels of IT-BUSINESS

Exclusive editorial reporting about your product/company

Publication & promotion via all IT-BUSINESS channels

### Social Media Promotion package incl.

IT-BUSINESS@twitter with 10.900 follower

IT-BUSINESS@facebook with 6361 fans

IT-BUSINESS@xing with 5427 members

Status: October 2015



Example: Company's anniversary



Example: Power-Duo

## IT-BUSINESS Market – the powerful purchasing reference book

- 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.



**2/1 page**  
Type area: 426 x 280 mm  
Trim size: 460 x 300 mm



**1/1 page**  
Type area: 200 x 280 mm  
Trim size: 230 x 300 mm

**Magazine Trim Size:** 230 x 300 mm  
(please add min. 3 mm bleed)

Fractional size		Basic price	3 x	6 x	9 x	12 x	18 x
4c	2/1 page	3,200	3,104	3,040	2,880	2,720	2,624
	1/1 page	1,700	1,649	1,615	1,530	1,445	1,394
	Cover page (230 x 230 mm)	3,000	–	–	–	–	–

**Your Marketing Benefit:**

- ✓ Direct increase in sales
- ✓ Partner Recruitment
- ✓ High qualified coverage



The stated discounts of the basic rate are valid for purchase on orders for one year.

All rates are quoted in € excl. VAT

## Special forms of advertising

**Your marketing benefits:**  
 ✓ Image/Brand Awareness  
 ✓ High qualified coverage

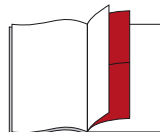
## ■ Loose Inserts



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. 5 g
BSpace booked	total circulation
Guideline	delivery in end format, folded and trimmed
Price p/1000	loose inserts up to 25g: 280 € each additional 10g: 30 € raise raise for selection 120 €

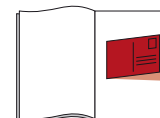
## ■ Bound Insert



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

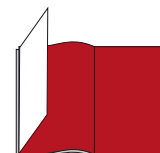
Min. format	148 x 115 mm
Max. format	230 x 300 mm
Max. thickness	2 mm
Weight	4 pages min. 80g/qm, more than 8 pages min. 50g/qm
Occupancy:	complete edition
Guideline:	Insert in notebook format: Trimm 5 mm (all sides), fold 10mm. File smaller than notebook: Bottom and on the sides trimm at the end. On 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 stuck.  
Price on request

## ■ Gatefolder



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

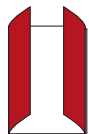
## ■ Belly Band



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

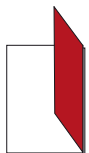


### ■ Altarfold Front page



Price	21,900 €
Format	right & left cover page 125 x 300 mm inside 227 x 300 mm

### ■ Half Cover



The front page folds out to the right (2 pages)	
Price	21,900 €

All rates are quoted in € excl. VAT

## Guidelines for special forms of advertising

### ■ Date of order

Deadline see topics + dates (page 8-9)

### ■ Technical specifications

Special forms of advertising should be processed by machine. In case of process difficulties because of loose inserts, files or stickers, priority is given to completion.

### ■ Sample

At deadline of advertisement a binding sample (issued in 5 copies) and at least one layout sample with details about size and weight has to be submitted to the publisher.

### ■ Liability

Damages occurred because of disregard of the technical requirements for processing special forms of advertising are to be replaced to the publisher.

### ■ Delivery

The delivery has to be done on Euro-pallets. Every single pallet has to be marked with details to the amount and the note "IT-BUSINESS issue number ..." Please note the dates of delivery

Loose inserts	3 days prior to deadline of advertisement
Bound Inserts	5 days prior to deadline of Stickers advertisement

You receive the detailed delivery modalities after order invoice.

### ■ Postal Delivery Address

Vogel Druck und Medienservice  
Warenannahme/IT-BUSINESS (Issue no.)  
Leibnizstr. 5  
D-97204 Höchberg

### ■ Channel Guides

The Channel Guides of IT-BUSINESS supply an extensive channel relevant presentation of the most important information on a specialized, important product area. Additionally to basic facts and trends, it also contains a number of overviews, highlights and concrete sales assistance. Because of their reference character the Guides related to certain topics are only released once a year.

Size 40 pages

Format DIN A4

Circulation 29,000 copies

Distribution Readership of IT-BUSINESS,  
Trade Fairs and Events

3.600 to 4.000 characters incl. blanks and 2 pictures per page.

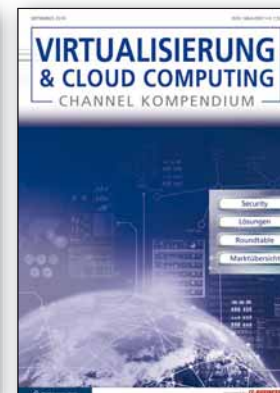
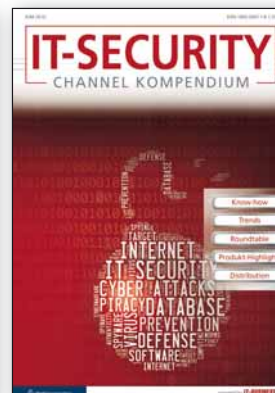
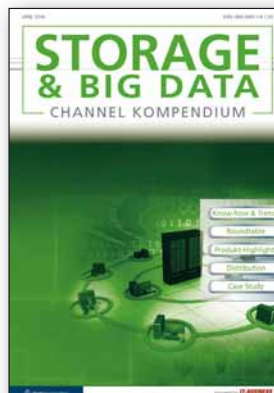
#### Your Marketing Benefit:

- ✓ Image & Brand Awareness
- ✓ Product & Solution Competence
- ✓ Partner Recruitment
- ✓ High qualified coverage

Topics	Date of issue
Storage & big data guide 2016	april 2016
IT security guide 2016	june 2016
Virtualisierung & cloud computing guide 2016	september 2016

Ad pages		Formats	Rate
4c	1/1 page	210 x 297 mm + 5 mm bleed	7,500
	Cover pages 2-4	210 x 297 mm + 5 mm bleed	9,000
	1/2 page vertical	100 x 297 mm + 5 mm bleed	4,500
	1/2 page horizontal	210 x 148 mm + 5 mm bleed	4,500

All rates are quoted in € excl. VAT



### ■ Highlights 2016/17

**IT-BUSINESS 2016 – HIGHLIGHTS** 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 IT channel and is distributed on various IT events throughout the whole year.



Size	150 pages
Format	DIN A4
Circulation	28,000 copies
Distribution	Readership of IT-BUSINESS, Trade Fairs and Events
Date of publication	19/12/2016

Ad pages	Formats	Rate
4c	Company portrait 2 pages	Standard Layout 7,000
	1/1 page	210 x 297 mm + 5 mm bleed 6,000
	Cover pages 2-3	210 x 297 mm + 5 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 2017

Do you want to be in the field of vision of your trade partner? Then make use of the IT-BUSINESS Year Planner 2017! It is of high quality, decorative and contains a variety of additional information useful for the whole year.



Format	870 x 580 mm
Circulation	28.000 copies
Distribution	Readership of IT-BUSINESS

Logo Formats		Rate
4c	70 x 40 mm	1,500
	110 x 65 mm	3,000

### Deliverables

Send logo as vector file (Illustrator or Freehand) or TIF in 300 dpi resolution via eMail to your responsible Account Manager.

Dates	Date of Publ.	Advert. Ddl.
Jahreskalender 2017	05/12	28/11

All rates are quoted in € excl. VAT

### ■ 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.

### ■ 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.

### ■ Lines and Frames

Minimum thickness of line is 0,3 point or 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, quadropex 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%

## Data delivery

### ■ By mail

Please send your data carrier along with the filename, sender details and a binding proof/ printing proof to:

Vogel IT-Medien GmbH  
Anzeigendisposition IT-BUSINESS  
August-Wessels-Str. 27  
D-86156 Augsburg  
Telephone: +49 821 2177-202

### ■ Data delivery

1. Label the file/folder as follows:  
ITB\_Client\_Issue (Example: ITB\_IBM\_0914)
2. Transmission of data:
  - by email anzeigen@vogel-it.de
  - FTP Server 193.158.250.101  
Login: ftpuser  
Password: vit

### ■ File formats

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



## Content-Online

Profile IT-BUSINESS.de	22
Lead Generation	23
Classic Online	
Advertising	24-26
Newsletter Advertising	27
Promotion of your event	28
eBook	29
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The information Portal for the IT-Channel

## IT-BUSINESS.de – Online advertising from classic to multimedia



IT-BUSINESS.de is the information source in the internet that offers IT partners all sources of knowledge to be successful in the market.

IT-BUSINESS.de provides advertising customers with innovative forms of lead generation and additionally the complete media portfolio of a modern and target group orientated online offer.

Now you have the choice between classic banner formats, effective newsletter advertisement, outstanding sponsorings and innovative multimedia formats.

### Lead Generation

Lead Generation is developing into an important basic element for successful B2B online marketing. It offers you the possibility, with a broad offer of promotional elements, to get into direct contact with potential customers. That way you can support your sales department and reinforce your market position.



IT-BUSINESS.de  
is IVW certified

On IT-BUSINESS.de information is transformed into relevant special interest knowledge. Every portal is a turning point where IT business partners meet.

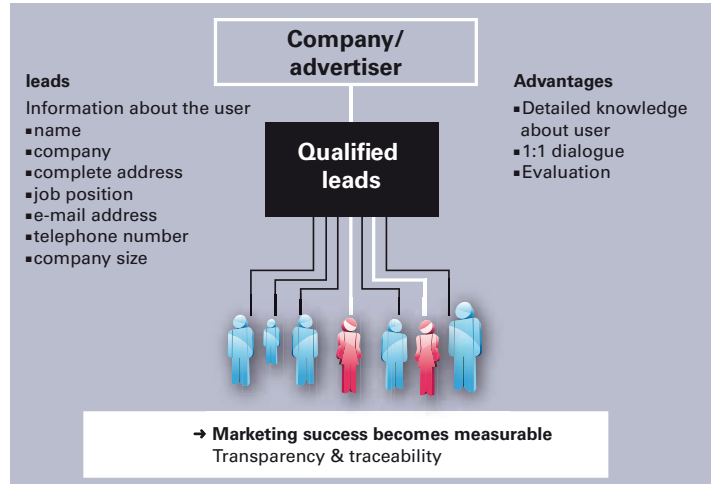
### Here, Only Relevant Contents Count.

The Business Efficiency Portal IT-BUSINESS.de is an open information platform on the internet, focusing on the IT market. In a highly qualified editorial environment, vendors present their business activities and messages. The users find worthy information for their professional demands: precise, fast, structured.

### Qualified lead generation

To call off this valuable information (e.g. whitepapers & webcasts) the users registration is mandatory. That's how you are able to follow up who exactly gets access to your provided information.

Thus you receive valuable knowledge about the reader and start into a direct dialogue afterwards.



### Target group:

- IT-decision makers
- Directors/CIOs
- IT supervisors
- Marketing directors

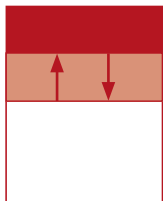
### Performance data

- 730,000 page impressions (average/month)
- over 16,000 registered users (10/2015)
- over 22,000 newsletter recipients (10/2015)
- over 60 carried out webcasts with over 5,000 participants in 2015

**Billboard Ad**

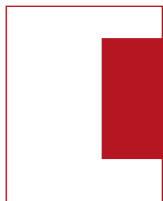
The billboard ad is directly positioned under the horizontal navigation of the website and over the complete width of the content. With its prominent placement this ad attracts the users' high awareness.

- Size: 960 x 250 pix

**Leaderboard Standard/Expandable**

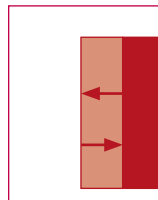
The leaderboard is a big format banner at the top of the website. It places your advertising message prominently and offers you enough space (Expandable with "expand/close-buttons" for a visually interesting design.

- Size:
  - Standard 728 x 90 pix
  - Expandable 728 x 90 pix und 728 x 210 pix

**Halfpage Ad**

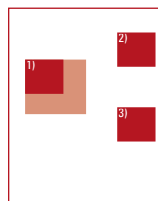
This large-scale advertising format is placed on the right hand side of the website and is a very prominent ad in the direct field of view of the user.

- Size: 300 x 600 pix

**Skyscraper Standard/Expandable**

The skyscraper is placed on the right hand side of the website and offers you another prominent opportunity to place your message on IT-BUSINESS.de.

- Size: 160 x 600 pix

**Content Ad/Video Ad (Rectangle, MPU) Standard/Expandable**

The content ad offers you the chance to advertise "in the middle of all happenings", thus it reaches high awareness. The content ad expandable with its expand/close buttons ensures a visually interesting design of your advert.

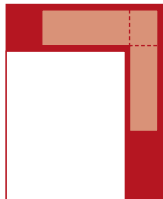
- Size: 300 x 250 pix (Expandable 420 x 350 pix)

**Your Marketing Benefit:**

- ✓ Image & Brand Awareness
- ✓ Partner Recruitment
- ✓ Direct increase in sales
- ✓ High qualified coverage



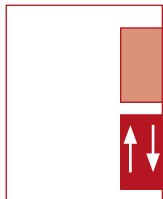
### Hockeystick/Wallpaper



The Wallpaper occupies the complete top and right advertising areas. By surface area it's the biggest and most prominent possibility to advertise on the IT-BUSINESS information portal. The hockeystick is a combination of leaderboard and skyscraper and comprises only one part of the complete advertising area.

- Size: 728 x 90 pix on the top, 160 x 600 pix or 120 x 600 pix on the right, Background colour with hex code

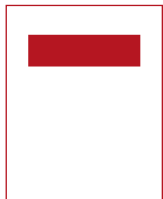
### Sticky Ad (Skyscraper)



The particularity of the sticky ad is that it always stays in the visual focus of the user, even if the user scrolls down the website. This advertising format reaches high awareness, as the placement of the banner plays a decisive role for a high click rate.

- Size: 160 x 600 pix

### Fullsize Banner



The fullsize banner is the „workhorse“ in online advertising and is placed in the content areas of IT-BUSINESS.de. Due to its familiar measurements you can address the audience in a more confident way.

- Size: 468 x 60 pix

Media formats: html5, gif, jpg, Rich Media | Max. data size: 49 KB per ad

### Brand Gate/Fireplace



The brand gate takes up the complete above, left and right advertising area of the website. It is the biggest (size) and the most prominent way to advertise.

- Size: left 160 x 600 pix, right 160 x 600 pix, above 980 x 90 pix, Background colour with hex code

### Peel Back



The Peel Back is an animated „dog-ear“ which is embedded in the right top edge of the website and attracts the attention of the users via animation. As soon as the user clicks with his mouse on the edge, the Peel Back rolls back and shows off the hidden behind advertising area. When the user leaves the area, the Peel Back rolls back into the edge.

- Size & formats: 2 pictures:  
1. 575 x 573 pix (gif)  
2. 125 x 125 pix (png)  
and 2 open flash files:  
1. 700 x 600 pix / 2. 125 x 125 pix

**We recommend HTML5  
instead of flash**

## Price list Online

Cost per CPM	ROS	ROC
Billboard	160	200
Brand Gate/Fireplace	280	300
Content Ad (Rectangle)	155	170
Halfpage Ad	195	210
Hockeystick/Wallpaper	220	235
Leaderboard Expandable	140	155
Leaderboard/ Fullsize	120	130
Peel Back	140	150
Skyscraper	130	140
Skyscraper Expandable	140	155
Sticky Ad	140	150
Video Ad	155	170

Additional special formats on request

All rates are quoted in € excl. VAT

• **ROS – Run on Site:**

Ad appears on all pages of IT-BUSINESS.de

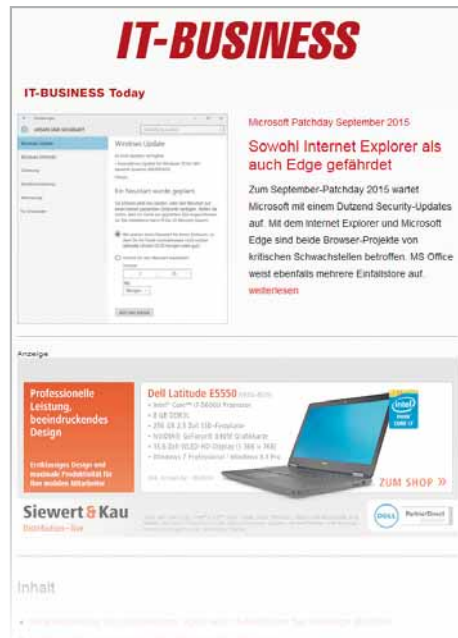
• **ROC – Run on Category:** Ad appears on all channels and subchannel pages of the specified category of IT-BUSINESS.de you chose.

**Your Marketing Benefit:**

- ✓ Image & Brand Awareness
- ✓ Product & Solution Competence
- ✓ Partner Recruitment
- ✓ Direct increase in sales
- ✓ High qualified coverage

**IT-BUSINESS Today**

Newsletter delivery twice/day to registered recipients. Please book either the morning or midday delivery.

**Placements in newsletters IT-BUSINESS Today**

Fullsize-Banner  
(468 x 60 pix)

**Top-Position**

Fullsize-Banner  
or Billboard Ad  
(630 x 250 pix)  
or Text Ad

**Medium-Position**

Fullsize-Banner  
or Text Ad

**Standard-Position 1**

Fullsize-Banner  
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.

**Specification for text ads:**

- Logo size max. 100 x 100 pix
- Max. file size 49K
- File format jpg/gif
- Max. number of text characters: 300 characters incl. blanks

**Specifications for Fullsize Banner on page 25.**

Form of Advertisement	1 week	2 week	3 week	4 week
Top-Position	1,750	1,650	1,550	1,450
Billboard Ad	1,750	1,650	1,550	1,450
Medium-Position	1,250	1,150	1,050	950
Standard-Position 1 & 2	950	850	750	650

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

## Promotion of your event

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

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

Event package	Rate
<ul style="list-style-type: none"> <li>• 2 weeks promotion box               <ul style="list-style-type: none"> <li>- including creation</li> <li>- rotation</li> <li>- placement on homepage &amp; topic channels</li> </ul> </li> <li>• 1 week newsletter promotion               <ul style="list-style-type: none"> <li>- text ad or fullsize banner</li> <li>- placement in newsletter IT-BUSINESS Today</li> </ul> </li> <li>• premium event insertion in event calendar               <ul style="list-style-type: none"> <li>- detailed description</li> <li>- link</li> <li>- logo</li> </ul> </li> <li>• premium company profile (description on p. 32)</li> </ul>	3,000

All rates are quoted in € excl. VAT

The screenshot shows the IT-BUSINESS website interface. At the top, there's a navigation bar with 'IT-BUSINESS' logo, a search bar, and links for 'BARAMUNDI SOFTWARE AG', 'ANBIETER', and 'ANBIETERSUCHE'. Below this is a large banner image of a man in a suit holding a briefcase, with social media icons on the right. A sidebar on the left contains contact information for Baramundi Software AG. The main content area features a section titled 'IT-Event im Stadion: Sicheres Client- und Mobile-Device-Management vom Weltmeister' dated 17.06.2015. The event is held at Allianz Arena, Munich. The text describes the event as a chance to see the German national football team play and to experience a Baramundi software demonstration. It highlights the company's expertise in secure client and mobile device management. A 'kostenfreies Ticket' (free ticket) is offered, with a limited number of seats available.

Example: event promotion

Our editorial eBooks combine specialized information about a selected topic into a bundle. They serve the reader as an adviser or checklist for decision making.

With the eBook premium package you secure an exclusive topic for yourself which offers certain advantages:

- ✓ Exclusive assignment to a certain topic
- ✓ High profile in topic matching surrounding
- ✓ Topic awareness
- ✓ Lead generation

#### eBook premium package: exclusive & relevant

- Volume: 8-12 pages (DIN A4)
- Text & design by publishing house
- IT-BUSINESS look-and-feel

##### Benefits

- ✓ Exclusive promotion for 3 months
- ✓ Promotion box on cover page
- ✓ Extensive lead generation incl. social media package
- ✓ 100 leads

##### Promotion

- ✓ Highlighted presentation of eBook
- ✓ Mailshot to registered users
- ✓ Promotion on website

7,900



#### Social Media Promotion package incl.

IT-BUSINESS@twitter with 10.900 follower

IT-BUSINESS@facebook with 6361 fans

IT-BUSINESS@xing with 5427 members

Status: october 2015

## Whitepaper

**Your Marketing Benefit:**  
 ✓ Product & Solution Competence  
 ✓ Lead generation  
 ✓ High qualified coverage

## Whitepaper

In the IT-BUSINESS whitepaper database we publish corporate brand press releases with high solution potential and efficiency for the IT channel target group, i.e.

- Technology studies
- Market studies
- Case studies
- Concepts
- Best Practices

There's a basic principle for your Value Contents: The more neutral, technical and less sales orientated they are, the more likely the audience will read them.

You will reach a high success rate, if your potential customer perceives you as a future orientated and technically competent supplier of solutions.

IT-BUSINESS.de can use and transform all kinds of document formats like DOC, PDF and PPT into the Whitepaper format.

Whitepaper Basis-Paket	Basic Rate	Cost/Lead (optional)
<ul style="list-style-type: none"> <li>• 10 whitepaper</li> <li>• 3 months hosting</li> <li>• Teaser</li> <li>• Sorting by 3 keywords</li> <li>• Teaser and keywords can be changed</li> </ul>	free	50

Whitepaper premium package		
<ul style="list-style-type: none"> <li>• 10 whitepaper</li> <li>• 3 months hosting</li> <li>• Teaser</li> <li>• Indexing with 5 thesaurus terms each</li> <li>• Teaser and keywords can be changed</li> <li>• Promotionbox on starter page and topic channel</li> <li>• Highlighted listing in the whitepaper database including Logo</li> <li>• Highlighted announcement in the newsletters</li> <li>• Support of lead generation via banner advertisement on website</li> <li>• Reporting</li> <li>• Generated Leads inclusive</li> </ul>		8,900

All rates are quoted in € excl. VAT

Social Media Promotion package incl.
IT-BUSINESS@twitter with 10.900 follower
IT-BUSINESS@facebook with 6361 fans
IT-BUSINESS@xing with 5427 members

Status: october 2015

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

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



Online advertorial	Rate for 3 months
<ul style="list-style-type: none"> <li>• running time: 3 months</li> <li>• landingpage with individual content</li> <li>• highlighted listing</li> <li>• highlighted announcement in newsletter</li> <li>• banner promotion</li> <li>• single email shot</li> <li>• lead generation (all generated leads incl.)</li> </ul>	10,500

All rates are quoted in € excl. VAT

Example: Fujitsu Online Advertorial

**Your Marketing Benefit:**  
 ✓ Image & Brand Awareness  
 ✓ Product & Solution Competence  
 ✓ High qualified coverage

The extensive databank with pinpointed search functions offers reliable answers to the question „Who supplies what kind of solutions?“ With your detailed provider's profile you are available with your contacts and an extensive company profile in the IT trade at any time. In addition we support you with a basic company profile installation free of charge.

Your company address is not lodged yet? Please contact your account manager.

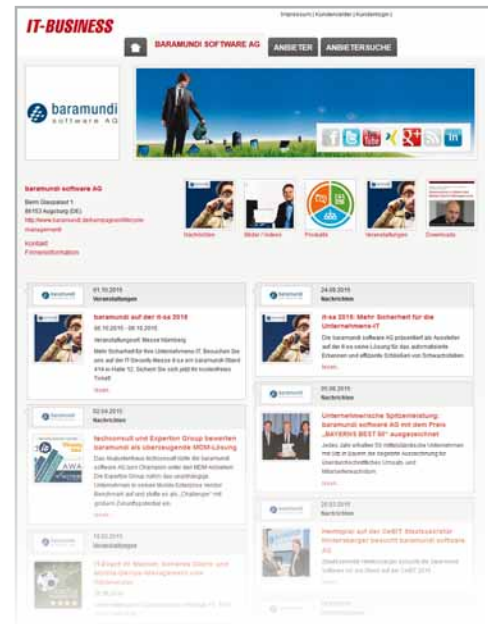
### Control the success of your profile

With our IT-BUSINESS customers' portal you ensure the topicality of your company data and have an overview about the number of accesses to your profile. We ensure the data administration of your company on request.

Profile	Services	Price/Year
<b>Basic profile</b>	<ul style="list-style-type: none"> <li>Firmenadresse</li> <li>Hosting Ihrer Whitepaper (max. 5) und Webcasts (max. 5)</li> </ul>	free
<b>Premium profile</b>	<ul style="list-style-type: none"> <li>Logo</li> <li>Complete contact data</li> <li>Extensive company's profile</li> <li>Management contact with photo</li> <li>Highlighted listing in database</li> <li>Product showroom with photos</li> <li>Possibility of publication of further photo material</li> <li>Transmission of press releases about your company</li> <li>Link to your company's RSS feeds</li> <li>Hosting of your whitepapers and webcasts (10 each)</li> <li>Publication of relevant topics in the event calendar</li> </ul>	1,800
<b>Service option</b>	<ul style="list-style-type: none"> <li>Maintenance of your provider's profile</li> </ul>	240

All rates are quoted in € excl. VAT

**Every action in the company profile creates a teaser on the starter page of IT-BUSINESS.de**



Example: company profile



## IT-BUSINESS LIVE-DEMO

With the IT-BUSINESS Live Demo you reach the IT partners directly and live on the workplace. A successfully established interactive communications platform offers you the possibility to contact your target group directly via internet and to generate high attraction on your information within an interested auditorium.



### Social Media Promotion package incl.

IT-BUSINESS@twitter with 10.900 follower

IT-BUSINESS@facebook with 6361 fans

IT-BUSINESS@xing with 5427 members

Status: october 2015

### Exclusive-Livecast

- Duration of conference:  
approx. 1 hour + 15 min. soundcheck

#### Promotion

- Announcing advertisement in IT-BUSINESS
- 1 week presence in newsletter IT-BUSINESS today
- email-mailing to presence participants of Vogel IT-Akademie
- Personal invitation of potential partners via phone call
- Supply and postage of free headsets to new participants
- 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

**Your Marketing Benefit:**  
 ✓ Product & Solution Competence  
 ✓ Partner Recruitment  
 ✓ Lead generation  
 ✓ High qualified coverage

### Partnership

6,900 \*  
 Co-Marketing  
 Discount inclusive  
 5,520

### Combi-Livecast

- **Conference-Double-Feature:** two partners in a Partner-Conference
- Duration of conference: 2x45 min. + 15 min. soundcheck

per partner  
 6,000 \*

- **Combi-Livecast Channel & Decision maker:** IT-BUSINESS.de + Insider-Portal

12,500 \*

All rates are quoted in € excl. VAT

\* Co-Marketing-Discount!

After verifiable delivery of the personally for you designed HTML-Mailing to your partners and customers, you'll get a 20% discount.



### IT-BUSINESS Studio Webcast

You want to personally convince potential partners of your products and solutions? IT-BUSINESS offers you the recording and promotion of your presentation in terms of a partner briefing. Our professional team will personally train you on your video cast of your presentation in our inhouse TV studio. Then we publish and promote the IT-BUSINESS Partner Briefing on IT-BUSINESS.de.

#### IT-BUSINESS Studio Webcast

- Preparation of your presentation for recording
- Briefing for the presenters + Make-up
- Recording
- Real time composing of presentation/speaker/artwork via bluescreen
- Post production
- Premium-Webcast on IT-BUSINESS.de
  - Hosting for three months
  - All generated leads included
  - Onsite promotion for three months

**Your Marketing Benefit:**

- ✓ Image & Brand Awareness
- ✓ Product & Solution Competence
- ✓ Partner Recruitment
- ✓ Direct increase in sales
- ✓ High qualified coverage

7,900



#### Combi-Briefing Channel & Decision maker

- Services see IT-BUSINESS Partner Briefing
- Additional Search-Sites expert-Briefing (target group IT- decision maker)

11,900

All rates are quoted in € excl. VAT

#### Social Media Promotion package incl.

- IT-BUSINESS@twitter with 10.900 follower
- IT-BUSINESS@facebook with 6361 fans
- IT-BUSINESS@xing with 5427 members

Status: october 2015



## IT-BUSINESS Partner Zone – your own microsite embedded into an editorial context

The “Partner Zone” on IT-BUSINESS.de is an individual area, that you can customize to your demands. In your Special Zone not only can you promote your advertising message, but also you have the possibility to present yourself as a competent solution partner with your Whitepapers, Webcasts or other multi media contents, as well as news, dates and appointments etc.

Because of the automatic input of editorial content related to your company, the user gets an extensive overview of your company's solution competence.

Partner Zone – Premium	Rate for 3 months
<ul style="list-style-type: none"> <li>• Customized design</li> <li>• Individual content – possible features are:               <ul style="list-style-type: none"> <li>- Logo</li> <li>- Link to vendor profile</li> <li>- Promotion boxes for whitepaper &amp; webcasts</li> <li>- Testimonials</li> <li>- Link to events</li> <li>- Listing of Whitepapers, Webcasts</li> <li>- Advertorial</li> </ul> </li> <li>• Integration of editorial content (e.g. news, articles, tests, ...)</li> <li>• Exclusive banner package for Leaderboard and Skyscraper</li> <li>• Reporting</li> </ul>	<p>22,500</p> <p>further month: 4,900</p>

All rates are quoted in € excl. VAT



**Your Marketing Benefit:**

- ✓ Image & Brand Awareness
- ✓ Product & Solution Competence
- ✓ Partner Recruitment
- ✓ Direct increase in sales

Example Premium Partner Zone IBM/Azlan

## General Technical Details for Banners

### ■ Data Formats

HTML5, GIF, JPG, Rich Media

### ■ Data size

Please make sure max. data size:  
per ad is 49 KB

### ■ Link for the Landing Page

Has to be named for every banner.

### ■ Redirect-/ Third-Party Advertising

Adserver is possible (customer's responsibility)

### ■ Alternative Text

You do have the possibility to integrate text on mouse over action into the banner through the alternative text. Please state the text you want to include, additionally.

### ■ Text Ads

Text Ads for newsletters and the website have to be sent to the following E-Mail address at least three days before the date of publication: [banner@vogel-it.de](mailto:banner@vogel-it.de). Please communicate to us the address of the link, the time period you want to book, the previously agreed advertising spaces and the contact person.

### ■ Newsletter Banner

Please note that outlook 2007 only shows the first frame of animated GIF banners. Therefore we request to deliver a non-animated banner.

### ■ Flash-banner

Please send an additional GIF file.

Use the following Click tag:

on (release)

```
{  
  getURL(_level0.clickTag, „_blank“);  
}
```

## Data Delivery

### ■ Per email:

At least three days before the start of the campaign  
to: [banner@vogel-it.de](mailto:banner@vogel-it.de)



**Content – Events**

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Vogel IT-Akademie coaches the events of all  
Vogel IT-Medien brands:

**IT-BUSINESS**  
eGovernment



## Vogel IT-Akademie – Successful together!

For over 15 years, the Vogel IT-Akademie proved its ability to spot new trends early on. The team creates new innovative events to communicate know-how. The events meet IT-solution partners' demands and help them to apply their new knowledge to their business.

A short review shows their success: Over 30,000 excited participants attended the events since the Akademie's beginning.



Based on a good partnership, our events offer your target group the highest beneficial value.

As a partner of the Akademie, you are involved in planning the event early on. Prior to the event, we discuss the goals and topics of the event in our partner-meeting. Here, we aim to assure that you reach your goals for your business and, at the same time, warrant the best benefit possible for our guests.

### Our event formats:



#### Conferences

One day of keynotes, lectures, workshops, roundtables and best practices, accompanied by an exhibition. 1,000 – 1,200 guests get more information on the newest trends and technologies on five locations in Germany and Switzerland.



#### Summits

Two-day-event for representatives of the managing staff filled with keynotes, discussion panels, think tanks and case studies as well as best practices. Here, you can discuss strategies, technologies and future trends. Also, you have the ideal opportunity for networking and making new contacts.



#### Live-Demos

With our webinars, you reach interesting and interested IT solution partners directly at their desk – live! This way is an exceptionally time-effective way to reach your target group.



#### Seminars & Workshops

Independent speakers transmit their knowledge on topics taken from practice to a small group of guests in charge of the IT in companies.



The Vogel IT-Akademie's conferences are topic related events where manufacturers, distributors, system partners and end-users meet to share their thoughts on diverse IT topics. We expect around 200 participants for each location.

Carefully selected experts from economy and science illustrate their experiences in independent keynotes and highlight new trends in technology and practice. The ideal mixture of lectures as well as an accompanying exhibition provides the ideal platform to present your innovative solutions and to highlight your references to an interested audience. Here, you have a great opportunity for networking and getting into direct contact with your target group.

We offer additional formats that offer you an even deeper and more intense interaction with your target group:

- **Workshops/Live-Demos:** within 45 minutes, you develop concrete and practicable solutions together with up to 20 participants.
- **Hosted Roundtables:** within 45 minutes, up to 12 participants exchange their views and share their experiences on a topic chosen by you.
- **Best Practices:**  
Your end-users and IT partners talk about their experiences with your solutions by presenting a precise project.

Events	Dates / Venues*	Partnerships ** Germany	Partnerships** Switzerland
 	06/04 Hamburg	Platin 37,500	Platin 19,900
	12/04 Munich	Premium 25,500	Premium 14,900
 	19/04 Neuss	Classic 20,000	Classic 12,500
	04/05 Frankfurt a. M.	Basic 11,500	Basic 7,500
 	+ 18+19/05 Pfäffikon SZ	Light 7,500	Light 5,500
	09/06 Frankfurt a. M.	<b>Additional package</b>	<b>Additional package</b>
 	28/06 Munich	Workshop 8,500	Workshop 5,000
	05/07 Hamburg	Roundtable on request	Roundtable on request
 	07/07 Neuss	<b>Target group</b>	<b>Target group</b>
	+ 27/10 Pfäffikon SZ	150 – 200 end-users and solution partners per venue	200 – 250 end-users and solution partners
 	13/09 Neuss	All rates quoted in €, excl. VAT	Prices in CHF excluding VAT. When booking, the current exchange rate on the day of booking applies.
	15/09 Frankfurt a. M.		
 	20/09 Munich		
	28/09 Hamburg		
 	+ 27/10 Pfäffikon SZ		

\* Subject to alterations \*\* **Co-marketing discount:** You get a 10% discount on your partnership fee if you bail your VIP card contingent. This is not valid for workshops, roundtables and best practice lectures.

#### Your benefits:

- ✓ Target group oriented formats
- ✓ Valuable dialog with clients and partners
- ✓ Business opportunities for both new and existing projects
- ✓ Broad PR and marketing campaign



## IT-BUSINESS EXECUTIVE SUMMIT

The IT-BUSINESS Executive Summit is the summit conference of the IT channels' top managers. On the two days of the event, you'll benefit from top level lectures and discussions in an exclusive location. Apart from an intensive exchange of views the focus of this event is on the development of corporate networks and strategies of partners, manufacturers and economy, science and politics.

- **Date:** 25<sup>th</sup> / 26<sup>th</sup> February 2016  
The Charles Hotel, Munich
- **Number of participants:** 20-30 of select guests, invited individually
- **Target group:** executive managers, managing board representatives of the top IT service providers and system houses
- **Partnership:** € 15,900 for one representative attending the event  
€ 19,900 for two representatives attending the event

## HOSTING & SERVICE SUMMIT 2016 PROVIDER



The high demand of infrastructure flexibility and global access on data and applications opens up new future business opportunities to service provider.

This is the premise of the HOSTING & SERVICE PROVIDER SUMMIT 2016. Opportunities as well as challenges for the target groups are discussed, focusing on business oriented point of views. The highlight is the awarding of the Hosting & Service Provider Awards 2016.

- **Date:** 12<sup>nd</sup> / 13<sup>rd</sup> May 2016  
Villa Kennedy, Frankfurt a. M.
- **Number of participants:** 100 – 120 Vertreter der management representatives
- **Target group:** computer centre operator, Colocators, internal service providers of big size companies and system houses
- **Partnership\*:** Premium: 19,500  
Basic: 9,500

## ENTERPRISE MOBILITY SUMMIT 2016



Enterprise Mobility is management critical to the success of a company. It has become a trademark of high-capacity, modern organizations. The »ENTERPRISE MOBILITY Summit 2016« deals with the application in front and backend, as well as device and infrastructure management and validation of the mobile data.

Highlights: exclusive results of the enterprise mobility survey and the granting of the Enterprise Mobility Awards 2016

- **Date:** 6<sup>th</sup> / 7<sup>th</sup> October 2016  
Villa Kennedy, Frankfurt a. M.
- **Number of participants:** 100 – 120 (IT) decision makers
- **Target group:** Operating companies & public authorities and IT service provider
- **Partnership\*:** Premium: 19,500  
Basic: 9,500

All prices excluding VAT. \***Co-marketing discount:** You get a 10% discount on your partnership fee if you bail your VIP card contingent. Not valid for workshops, roundtables and best-practice lectures.



## ■ Datacenter Day

How can computer centres meet the rising requirements with regards to flexibility, efficiency and security? This is currently the most discussed question among operators of computer centres. Apart from the optimization of the datacenter business, the strategic point of view focusses the computer centre planning, modernization and consolidation.

That's why we host the DATACENTER DAY again in 2016 – with top-class keynotes, best practices, technology outlooks, workshops, think-tanks and an accompanying exhibition. It provides the ideal platform to present your innovative solutions and to show your references to an interested audience. Here, you have a great opportunity for networking and getting into direct contact with your target group. This is where you meet the experts and peers with high expertise who have visions, develop concepts, offer alternatives and bring the technology a big step forward.

Additional highlights of the event: exclusive results of the **Datacenter survey 2016**.

- **Date\*:** 25/10/2016, Würzburg, Vogel Convention Center VCC
- **Participants:** 60-80
- **Target group:** Facility: computer centre planers, contractors, operators, service providers  
IT: IT manager/CIOs, IT operations, server & system manager
- **Partnership\*:**

Premium:	8,900
Standard:	4,400
Basic:	2,000

\* May be subject to alterations, all fees in €, VAT excl.



## ■ Intensive Training

To exell in presenting, you need to have three basic competences:

**Perception, Performance, Content.**

»Speak – Present – Sell« is an innovative presentation training that communicates exactly this expertise, so that you'll reach the next level of your presenting skills. **Voice, body language** and **contents** are combined with the approved tools of the art of **presentation, speech and spectacle**.

- **Speakers:** Alexandra Schwarze (action coach) & Martin Marx (presentation trainer)
- **Participants:** 8-10 per location
- **Location & sponsoring:** on request



## ■ Corporate Events

You want to present your products & solutions on your own roadshow – without other product partners – to your existing and future clients?

But you don't have the capacities and coverage to do it?

Due to your needs and requirements, we take care of the practical planing, detailed realization and performance of your roadshows. Qualified event consulting, detailed cost budgeting and highly prospects of success is self-evident.

- **Location & sponsoring:** on request





Full service in the IT channel marketing

## Services

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You like to know...

...what your target group thinks?

...what they purchase?


...how they decide?

We provide the basis for the optimization of your product and sales strategy via market research. The users of the Insider portals are questioned via our online market research tool about their products, solutions and services. To reach a representative number of participants the survey is supported with a promotion package on the corresponding website.

Online readers' survey	Rate
<ul style="list-style-type: none"> <li>• maximum 12 questions from you</li> <li>• possible implementation of a raffle</li> <li>• programming of the survey</li> <li>• promotion on starter page</li> <li>• running period: approx. 4 weeks</li> <li>• evaluation and documentation of the results</li> <li>• Reporting</li> </ul>	12,500

All rates are quoted in € excl. VAT

**Ihre Meinung ist gefragt!**  
Machen Sie mit und gewinnen Sie attraktive Preise!



*The power to do more*

Kunden zufrieden, Anforderungen erkennen, Lösungen anbieten: Das ist unsere Unternehmensphilosophie.

DELL arbeitet kontinuierlich an neuen Produkten und Lösungen und ist an Ihre Meinung interessiert. Insbesondere beim Geschäft mit mittelständischen Kunden geht DELL den Weg über den richtigen Vertrieb und bietet mit PartnerCentric ein für absolute Champion-Programme an.

Ihre Meinung zählt – nur wenn wir verstehen, welche Themen Sie beschäftigen, können wir entsprechend maßgeschneiderte Lösungen anbieten. Ihre Anforderungen sind die Grundlage für unser Produkt.


Die Teilnahme an der Umfrage nimmt nur ein paar Minuten in Anspruch und könnte Ihnen helfen, unseren mittelständischen Vertriebs zu verbessern.

Vielen Dank für Ihre Teilnahme!

**ATTRAKTIVE PREISE ZU GEWINNEN!**

Unter allen Teilnehmern verlost DELL die folgenden Produkte im Gesamtwert von 3.750 €:

- Dell Latitude 12 der 7000-Serie mit Intel Core i5
- Dell Venue 11 Pro mit 4GB Core i5
- Dell Venue 8 Pro mit 54 GB SSD



1. Dell kommt aus der Elektronikbranche. Für wie loyal halten Sie den Anbieter heute gegenüber Partnern?

5 = sehr loyal  
4 = würde ich auf keinen Fall verlassen

1 2 3 4 5

2. Wie schätzen Sie DELL als Channel wahr?

Beim Hardware-Anbieter

Anbieter für innovative Softwarelösungen und Technologien

Anbieter für geschäftliche Enterprise-Lösungen für Service, Storage und Networking

Example: Dell online readers' survey

Less wasted circulation for your direct marketing campaigns

IT-BUSINESS possesses a well nurished data bank with over 30.000 addresseesin the IT channel. We're able to select directly your requested addresses. Make usage of the know how of a successful B2B publishing house for the distribution of your advertising mailings!The packa- ging and delivery by post of your mailing can be organi- sed by our lettershop service provider.

Example	rate
<b>Mailing an 10.000 Adressen</b> <ul style="list-style-type: none"><li>• Mailing to 10.000 addressees-personalized serial letter</li><li>• on your stationery- packaging in your panel envelope DIN</li><li>• long- weight under 20g-delivery</li><li>• by post</li></ul>	1,700
<ul style="list-style-type: none"><li>• selection of target groupsupply</li><li>• of addressees (single usage)</li></ul>	1,890
10.000 selektierte Adressen Price per adress: 0.50 €	3,000
Postage: 0.25 € per letter	2,500
In total	9,090

All rates in €, excl. VAT

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ePrint (PDF)	rate
<b>Basis:</b> <b>printed article in a guide</b>	
<ul style="list-style-type: none"> <li>Ebook optimized PDF with picture &amp; graphics</li> <li>On request with placement of your company's logo</li> <li>publication licence</li> </ul>	480 per article
<b>Basis:</b> <b>online article published on an insider website</b>	
<ul style="list-style-type: none"> <li>web optimized PDF without picture</li> <li>publication licence</li> </ul>	185 per article
<ul style="list-style-type: none"> <li>Ebook optimized PDF with picture &amp; graphics</li> <li>exclusive new design of the online article</li> <li>On request with placement of your company's logo</li> <li>publication licence</li> </ul>	780 per article
<ul style="list-style-type: none"> <li>Link to the articles of the insider websites</li> </ul>	free

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Formate: DIN A4

Paper: 135 g picture print shiny

Print: 4/4 coloured euroscala

	Copy	Rate
2 page	1,000 Ex.	550
	2,000 Ex.	600
	5,000 Ex.	720
	10,000 Ex.	860
4 page	1,000 Ex.	750
	2,000 Ex.	850
	5,000 Ex.	1,020
	10,000 Ex.	1,320

All fees in €, VAT excl. Other and more copies on request. Please ask for an individual offer.





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You want to reach the people in the markets with your message? With our slogan inform – activate – develop Vogel Business Media supports for over 125 years companies in specialized industrial sectors as professional B2B communication partner.

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„**VERNETZTE WELTEN. MEDIEN. MÄRKTE. MENSCHEN.**“.  
Make use of the strong awareness of this special occasion!

Please find more information: [www.media.vogel.de/125-jahre-vogel](http://www.media.vogel.de/125-jahre-vogel)



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