

Mediapack 2018

IT-BUSINESS

www.it-business.de



■ Publishing House

Vogel IT-Medien GmbH
Max-Josef-Metzger-Str. 21
D-86157 Augsburg
Tel. 0821 2177- 0
www.vogel.de



■ Publishing House

Werner Nieberle

■ Bank Details

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

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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



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, BigData-Insider, CloudComputing-Insider, DataCenter-Insider, Dev-Insider, IP-Insider, Security-Insider and Storage-Insider.

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800,000+
page impressions/month

26.000+
distributed
circulation

22,000+
newsletter recipients
twice per day

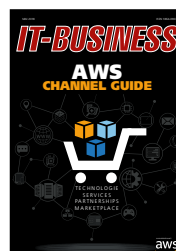
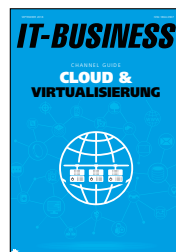
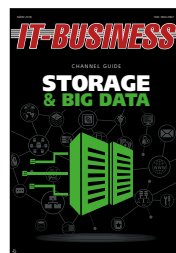
Cross media:

- online
- print
- social media
- events

15,000+
qualified leads
generated in 2017

Social media:

facebook 8.300+
twitter 13.800+
xing 7.600+



Content-Print

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The IT-Channel magazine

IT-BUSINESS – a magazine that sets standards



For more than 25 years IT-BUSINESS has been supporting the German IT Channel with editorial input. As an independent information medium and innovative discussion platform we are an indispensable link between all major market participants: system houses, distributors and manufacturers. We also connect the set of questions that move the channel like digitization, cloud computing and as-a-service offers with practical horizontal topics such as finance, law, sales and human resources.

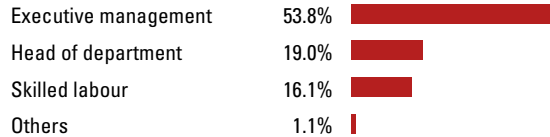
The combination of daily updated online reporting and the elaborate 14-day print magazine as an executive summary is unique. Thus IT-BUSINESS guarantees a high reader retention and strong attention for advertising partners. IT-BUSINESS appears in an IVW-approved distribution of 26,109 copies (IVW, Q3 2017).

Your Marketing Benefit:

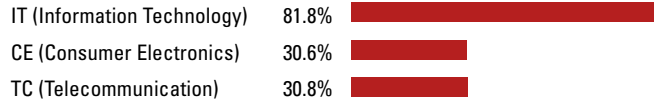
- ✓ Image & Brand Awareness
- ✓ Product & Solution Competence
- ✓ Partner Recruitment
- ✓ Direct increase in sales
- ✓ High qualified coverage



■ Position of recipient (multiple naming)

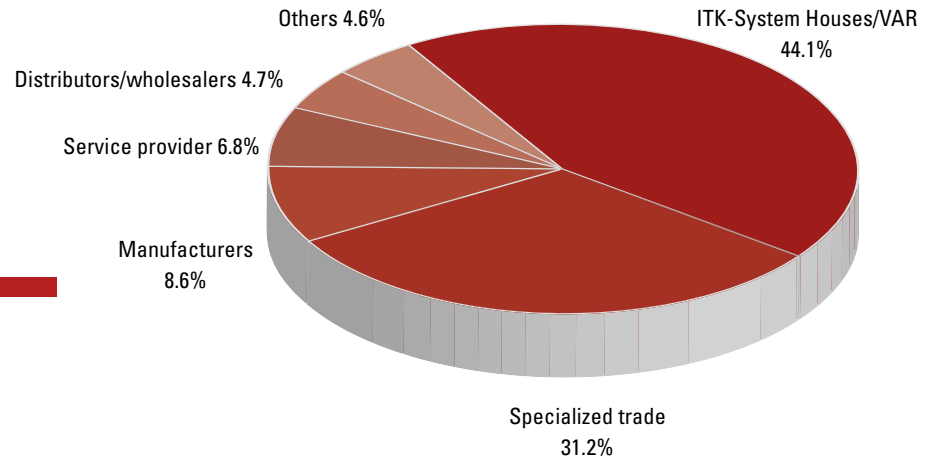


■ Product segments (multiple naming)



Printed circulation 26,500 Ex. (IVW QIII/2017)
 Distributed circulation 26,109 Ex. (IVW QIII/2017)
 Publishing Schedule every two weeks

■ Distribution of readership according to business focus



Source: IVW EDA circulation certificate II/2016 - I/2017

	No	Dp*	Dd*	publications	Fair trades & events
jan.	1	22/01/2018	16/01/2018		
feb.	2	05/02/2018	30/01/2018		06.02. – 09.02. ISE
	3	26/02/2018	20/02/2018		
march	4	12/03/2018	06/03/2018	Guide: Storage & Big Data	01.03. – 02.03. IT-EXECUTIVE Summit
	5	26/03/2018	20/03/2018		20.03. – 24.04. STORAGE Technology Conference
april	6	16/04/2018	10/04/2018		
	7	30/04/2018	24/04/2018	Guide: MSP Programme	23.04. – 27.04. Hannover Messe
may	8	14/05/2018	07/05/2018		17.05. – 18.05. HOSTING & SERVICE PROVIDER Summit
	9	28/05/2018	22/05/2018		
june	10	11/06/2018	05/06/2018		11.06. – 15.06. CeBIT
	11	25/06/2018	19/06/2018	Guide: IT-Security	21.06. – 05.07. IT-SECURITY MANAGEMENT & TECHNOLOGY Conference

Please ask your account manager for more information about the IT-Business Fokus topics of each issue. Subject to change.

* Dp = Date of publication, Dd = Date of data delivery



	No	Dp*	Dd*	publications	Fair trades & events
july	12	09/07/2018	03/07/2018		
	13	23/07/2018	17/07/2018		
aug.	14	06/08/2018	31/07/2018		22.08. – 25.08. gamescom
	15	27/08/2018	21/08/2018		31.08. – 05.09. IFA
sept.	16	10/09/2018	04/09/2018	Guide: Cloud & virtualisation	11.09. – 27.09. CLOUD Technology & Services Conference
	17	24/09/2018	18/09/2018		
oct.	18	08/10/2018	01/10/2018		18.10. – 19.10. ENTERPRISE MOBILITY Summit
	19	22/10/2018	16/10/2018		23.10. DATACENTER DAY 2018
nov.	20	05/11/2018	29/10/2018		22.11. Night of IT-BUSINESS
	21	19/11/2018	13/11/2018		
dec.	22	03/12/2018	27/11/2018	Year calendar 2019	
	23	17/12/2018	11/12/2018	year book 2018/19	

Please ask your account manager for more information about the IT-Business Fokus topics of each issue. Subject to change.

* Dp = Date of publication, Dd = Date of data delivery

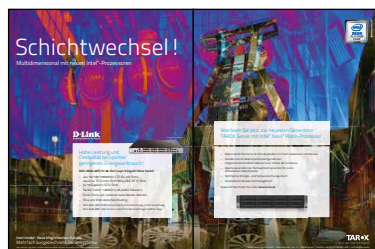


Advertising formats

IT-BUSINESS

www.it-business.de

10



2/1 page
Trim size*: 460 x 300 mm



1/1 page
Trim size*: 230 x 300 mm



Junior page panorama, above compound
Trim size*: 308 x 215 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



2/3 page panorama
Trim size*: 190 x 300 mm



Junior page
Trim size*: 154 x 215 mm



1/2 page horizontal
Trim size*: 230 x 146 mm



1/2 page vertical
Trim size*: 117 x 300 mm



1/3 page horizontal
Trim size*: 230 x 101 mm



1/3 page vertical
Trim size*: 84 x 300 mm

Fractional size	Basic price
1/1-Seite	10,900
2/1-Seite	19,500
Cover pages	
2nd Cover page	12,500
3rd Cover page	11,500
4th Cover page	13,500

All rates are quoted in € excl. VAT

Fractional size	Basic price
Junior page / hockey	7,900
Junior page panorama	13,800
1/2 page	6,500
1/2 page panorama	11,500
1/3 page	4,800
1/3 page editorial	6,500
2/3 page	8,500

* please add min.
3 mm bleed

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

SAMSUNG SMART SIGNAGE – BOTSCHAFTEN BRILLANT INSZENIEREN

Die Samsung Smart Signage... (text continues)

Verkaufsinformationen... (text continues)

Widely used... (text continues)

Example: Samsung

Mit Rackspace auf der Sonnenseite der Cloud

Die Cloud... (text continues)

SO GELINGT DIE REISE IN DIE DIGITALE TRANSFORMATION... (text continues)

Kompetente Partner... (text continues)

Example: Rackspace

Your Marketing Benefit:

- ✓ Product & Solution Competence
- ✓ Partner Recruitment
- ✓ High qualified coverage

Fractional size		Basic price
4c	1/1 page	10,900
	combi print & online	12,500

All rates are quoted in € excl. VAT

IT-BUSINESS CHANNEL FOKUS



In the biweekly IT-BUSINESS Channel Focus we concentrate on a new topic and revise it comprehensively for our readers. Partners make use of IT-BUSINESS Channel Focus to find a central information and contact point, to exchange ideas and to successfully build up and expand the business to achieve the common target, we rely on a complete set of cross-media modules that we skillfully link up.



Please ask your account manager for the current topics and prices

5 REASONS WHY YOU SHOULD PARTICIPATE IN THE CHANNEL FOKUS

1

We establish your position with your channel portfolio all year round and across all types of media

2

You achieve high attention for your solution competence in the channel

3

You reach easier the vendor short-list of the projects of your partners

4

You benefit of valuable insights into the sentiment of the partner

5

You are in constant dialogue with the channel and you can push your topics

Give your personal feedback ...
... and present yourself on our cover story!

IT-BUSINESS
PANEL

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.



Example: AOC & MMD / Philips

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

Content & layout for insert

Design of the IT-BUSINESS Spotlight in your individual corporate design

Exclusive editorial reporting about your product/company

Publication & promotion via all IT-BUSINESS channels

Social media promotion package included

Social Media Promotion package incl.

IT-BUSINESS@twitter with 13.863 follower

IT-BUSINESS@facebook with 8.386 fans

IT-BUSINESS@xing with 7.691 members

Status: november 2017

Your Marketing Benefit:

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

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.

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

Fractional size		Basic price
40	2/1 page	3,200
	1/1 page	1,700
	Cover page (230 x 230 mm)	3,000

All rates are quoted in € excl. VAT



2/1 page
Trim size: 460 x 300 mm



1/1 page
Trim size: 230 x 300 mm



Special forms of advertising

Your marketing benefits:

- ✓ Image/Brand Awareness
- ✓ High qualified coverage

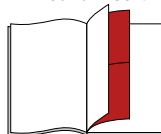
■ Loose Inserts



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
Space 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 €

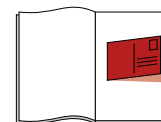
■ Bound Insert



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

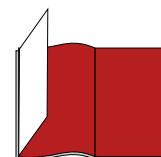
Min. format	148 x 115 mm
Max. format	230 x 300 mm
Max. thickness	2 mm
Weight	4 pages min. 80g/qm, more than 8 pages min. 50g/qm
Occupancy:	complete edition
Guideline:	Insert in notebook format: Trimm 5 mm (all sides), fold 10mm. File smaller than notebook: Bottom and on the sides trimm at the end. On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



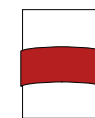
i.e. postcards, flyers, CDs, samples, post-its that have to be stuck.
Price on request

■ Gatefolder



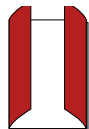
The page folding out to the left is stuck to the magazine cover (3 pages).
Price 21,900 €

■ Belly Band



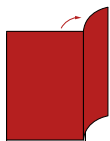
Price 23,900 €
Format 510 x 100 mm
+ 3 mm trim

■ Altarfold Front page



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

■ Cover page



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.

■ 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.

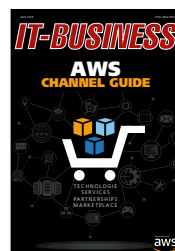
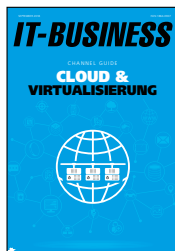
Size 40 pages
 Format DIN A4
 Circulation 29,000 copies
 Distribution Readership of IT-BUSINESS,
 Trade Fairs and Events

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

Topics	Date of issue
Storage & big data	march 2018
MSP	april 2018
IT security	june 2018
Cloud & virtualisation	september 2018

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

All rates are quoted in € excl. VAT



Your Marketing Benefit:

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

■ Highlights 2018/19

IT-BUSINESS 2018 – 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	17/12/2018

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 2019

Do you want to be in the field of vision of your trade partner? Then make use of the IT-BUSINESS Year Planner 2019! 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.
Year Planner 2019	03/12	27/11

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

■ 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.

IT-BUSINESS

AKTUELLES & HINTERGRÜNDE | MARKT & TRENDS | TECHNOLOGIE | AKADEMIE | ANWAND | MEDIATHEK | ANBIETER | AID | TERMINE

THEMEN SCHWERPUNKTE: DSGVO | Hannover Messe | Partnerprogramme | ISK 2018

TOP-ARTIKEL

Wunderliche Premium-Smartphone
G7 ThinQ von LG setzt auf Künstliche Intelligenz

DIE NEUESTEN ARTIKEL

MSP Initiative 2018
Jetzt mehr erfahren

NEWS

Risk Inside
„Open“ und „Hidden“: Forscher entdecken neue Sicherheitstücken in IoT-Chips

Edge Computing-Anforderungen und Ihre Anforderungen

AKTUELLES & HINTERGRÜNDE

Micro-Computing: Ein neues Zeitalter der Systemhäuser

Wissen ist das neue Geschäftsmodell

IT-BUSINESS TODAY

Die Channel-News des Tages

Vollständige Integration
Cerna übernimmt IT-Systemhaus GNS

Um bei der Digitalen Transformation nicht dem Anschluss zu verlieren, ist es auf Cerna-Gründer Thomas Streckenborn notwendig, interne, spezialisierte Unternehmen zu integrieren. Mit der Übernahme des Systemhauses GNS folgen auf Warte Taten, weiter unten

Anzeige

Web-Talk: MEHR Automatisierung für MEHR Effizienz in Ihrem Systemhaus mit Channel-Experten und Best Practice Partner
Jetzt anmelden

Inhalt

- Überwachungsdaten speichern: 7 Empfehlungen für die 360°-Überwachung
- Friedrich & Co. Newsungen für High-End-Fitbits
- Reing 300071: Ein Mini-Display mit 1080p und 1080°C
- Digitalisierungslösung: Durchgängige digitale Vernetzung von Einzelprozessen
- Tibbitts Syndik: Interview Regler: Sichere 10.000 mit schreibendem Support

Anzeige

Lexmark
Der smarte Weg zum Clever Deal.

Geschrieben: 20 Gadgets zum Muttertag

Überwachungsdaten speichern: 7 Empfehlungen für die 360°-Überwachung

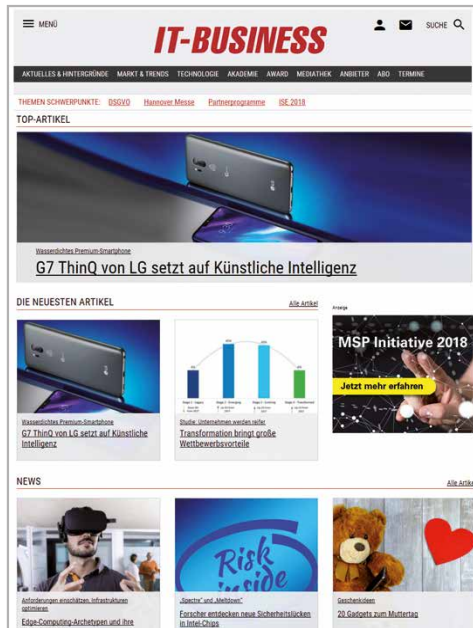
Wenn immer eine Nachricht internationale Aufmerksamkeit verspricht, machen sich Journalisten auf der ganzen Welt auf die Jagd nach Aufzeichnungen von Überwachungskameras; ganz gleich, wie schnell das Ereignis auch sein mag. Global betrachtet

Content-Online

Profile IT-BUSINESS.de	22
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Classic online advertising	24 – 26
Newsletter advertising	27
Promotion of your event	28
eBook	29
Whitepaper	30
Online Adveritorial / Best Practice	31
Company profile	32
Live-Cast	33
Partnerzone	34
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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 proofed

**Lead generation**

is the art of having the right bait in the right waters At the best time. We offer you the access to the target group and will be happy to advise you regarding the content and the appropriate placement.

Whitepaper

As part of a campaign specifically created for you, we publish in our whitepaper database your specific information offers with high solution potential and useful value for our readers: e.g. technology studies, market studies, trend analyses, infrastructure concepts, best practices, case studies, checklists, tips & tricks, etc.

Livecast

With a livecast you reach the readers of our IT decision maker portals directly and live at your workplace. For more information, see page 33.

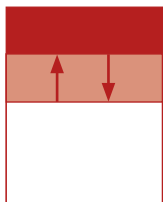
eBooks

Our customized eBooks bundle specific information on a selected topic. They serve the reader as a guide and checklist for decision making. For further information see page 29.

Billboard Ad

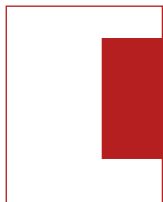
The billboard ad is directly positioned under the horizontal navigation of the website and over the complete width of the content. With its prominent placement this ad attracts the users`high awareness.

- Size: 960 x 250 pix

Leaderboard Standard/Expandable

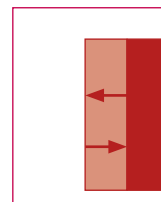
The leaderboard is a big format banner at the top of the website. It places your advertising message prominently and offers you enough space (Expandable with “expand/close-buttons” for a visually interesting design.

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

Halfpage Ad

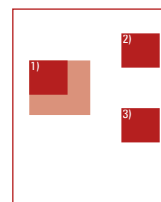
This large-scale advertising format is placed on the right hand side of the website and is a very prominent ad in the direct field of view of the user.

- 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

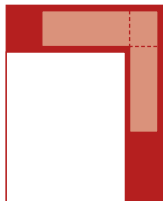
The content ad offers you the chance to advertise “in the middle of all happenings”, thus it reaches high awareness. The content ad expandable with its expand/close buttons ensures a visually interesting design of your advert.

- 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

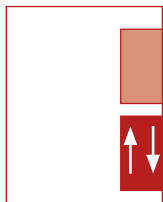
Hockeystick/Wallpaper



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

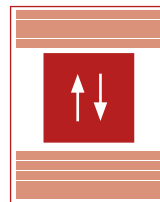
Brand Gate/Fireplace



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

Scroll Ad



The scroll ad is a large-format banner that places your advertising right in the middle of an article. Via scrolling the banner moves within the reading flow.

- Size: 960 x 600 pix
Only JPG, GIF
appears only on article pages

**We recommend HTML5
as flash files can not be implemented**

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

Price list Online

Cost per CPM	ROS
Billboard	195
Brand Gate/Fireplace	280
Content Ad (Rectangle)	155
Halfpage Ad	195
Hockeystick/Wallpaper	220
Leaderboard Expandable	140
Leaderboard	120
Skyscraper	130
Skyscraper Expandable	140
Sticky Ad	140
Video Ad	155
Scroll Ad	195
Ad Bundle (Content Ad, Billboard, Sky)	160

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

Your Marketing Benefit:

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

IT-BUSINESS Morning Briefing & Today

Newsletter delivery twice/day to registered recipients.

IT-BUSINESS TODAY

Die Channel-News des Tages

Web-Talk: MEHR Automatisierung für MEHR Effizienz in Ihrem Systemhaus mit Channel-Experten und Best Practice Partner

Jetzt anmelden

Inhalt

- Überwachungsdaten speichern: 7 Empfehlungen für die 360°-Überwachung
- FokioGIS 5.0: So Newsrooms für Web-Find-Funktionen

Placements

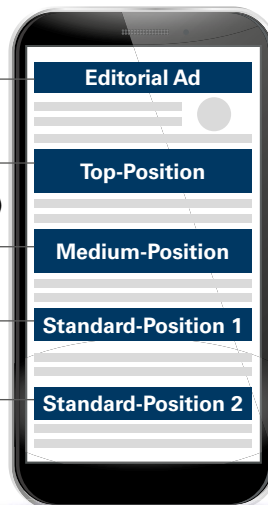
Editorial-ad
(630 x 140 pix)

Billboard ad
(630 x 250 pix) or
XL-banner (630 x 140 pix)

Billboard ad,
XL-banner or text ad

Billboard ad,
XL-banner or text ad

Billboard ad,
XL-banner or text ad



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:

- Size picture: 300 x 300 pix
- Max file size: 49K
- File formats: jpg/gif/png (static)
- Max. number of text characters: title (max. 40), text (max. 250 incl. blanks)

Placement	Banner formats	Delivery	Basic price
Editorial Ad	XL-Banner	morning or midday delivery	1,750
Top-Position	Billboard Ad / XL Banner	morning or midday delivery	1,750
Medium-Position	Billboard Ad / XL Banner / Text Ad*	morning or midday delivery	1,250
Standard-Position 1 & 2	Billboard Ad / XL Banner / Text Ad*	morning or midday delivery	950

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"> • 2 weeks promotion box <ul style="list-style-type: none"> - including creation - rotation - placement on homepage & topic channels • 1 week newsletter promotion <ul style="list-style-type: none"> - text ad or fullsize banner - placement in newsletter IT-BUSINESS Today • premium event insertion in event calendar <ul style="list-style-type: none"> - detailed description - link - logo • premium company profile (description on p. 32) 	3,900

All rates are quoted in € excl. VAT

The screenshot shows the Fujitsu IT-BUSINESS website. At the top, there's a navigation bar with 'MENÜ', 'ALLE FIRMEN', and 'FIRMA BEARBEITEN'. The main header features a large image of a woman's face with a futuristic, digital overlay. Below this, there's a section for 'Fujitsu Technology Solutions GmbH' with contact information: 'Mies van der Rohe-Str. 8, 80807 München (DE)'. Social media icons for LinkedIn, Facebook, Twitter, YouTube, and Instagram are also present, along with a 'KONTAKT' button.

The main content area is titled 'Fujitsu Forum 2017' with the dates '27.07.2017' and '08.11.2017 - 09.11.2017'. It mentions the location: 'Veranstaltungsort: ICM - Internationales Congress Center München'.

The text describes the event as a meeting for 12,000 business leaders and IT professionals. It highlights the 'Fujitsu Forum 2017' as a unique event with a long history, featuring a program of thought leadership sessions, interactive breakfast discussions, and networking opportunities. The event is described as a 'Digital Co-creation' - the optimal combination of new digital technologies and expertise to shape the future.

The text also mentions that the Fujitsu Forum is a public event, open to all, and that it offers a unique opportunity for companies to showcase their products and services. It encourages visitors to register for the event and to take advantage of the many opportunities for networking and collaboration.

At the bottom, there's a 'Kontaktieren' section with contact information for Fujitsu Technology Solutions GmbH, including the address, phone number, and email.

Example Fujitsu

Our customized eBooks bundle specific information on a selected topic. They serve the reader as a guide and 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

12,900



**Addendum zum
IBM System Storage-Kompodium**

Social Media Promotion package incl.

IT-BUSINESS@twitter with 13.863 follower

IT-BUSINESS@facebook with 8.386 fans

IT-BUSINESS@xing with 7.691 members

Status: november 2017

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 premium package

- 10 whitepaper
- 3 months hosting
- Teaser
- Teaser and keywords can be changed
- Promotionbox
- Support of lead generation via banner advertisement on website
- Reporting
- All generated leads & social media promotion package incl.

9,900

All rates are quoted in € excl. VAT

Social Media Promotion package incl.

IT-BUSINESS@twitter with 13.863 follower

IT-BUSINESS@facebook with 8.386 fans

IT-BUSINESS@xing with 7.691 members

Status: november 2017

Your Marketing Benefit:

- ✓ Product & Solution Competence
- ✓ Lead generation
- ✓ High qualified coverage

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 / Best Practice	Rate
<ul style="list-style-type: none"> • banner promotion • single email shot • lead generation (all generated leads incl.) • social media promotion package incl. 	10,500

All rates are quoted in € excl. VAT

Social Media Promotion package incl.
IT-BUSINESS@twitter with 13.863 follower
IT-BUSINESS@facebook with 8.386 fans
IT-BUSINESS@xing with 7.691 members

Status: november 2017

Example: Fujitsu Best Practice

IT-BUSINESS

Jetzt abstimmen und Parrot Bebop Drohne gewinnen!

IT-BUSINESS CHANNEL-VIPs TOP 100

Best Practice: IBM Für jeden das Richtige: Zielsichere Werbung via Cloud
(05.10.17) | Interview: Wilfried Datzler

Dank der Cloud-Plattform IBM Bluemix kann AppliIT zielgruppengerechte Werbung durchführen. (Bild: generated by iStock)

AppliIT nutzt die IBM Bluemix Cloud-Plattform. Tech-Unternehmen für Mobile Advertising schaltet zielgruppengerechte Werbung

AppliIT, das Unternehmen für Mobile Advertising, nutzt die IBM Innovationsplattform Bluemix, um seinen Kunden zuverlässige Daten über seine Plattform DataLift 360 zur Verfügung zu stellen. So können Unternehmen Internetnutzer mit maßgeschneiderten Werbekampagnen erreichen. Von der Markteinführung über die Kundengewinnung bis hin zu langfristigen Kundenbindung – Werbetreibende profitieren in jeder Phase ihres App-Marketings von der Cloud. Die Cloud-Lösung von IBM ermöglicht es, höhere Rechenleistungen abzurufen und Kunden an praktisch jedem Standort weltweit eine hohe Skalierbarkeit anzubieten.

Passgenaues Advertising

Im Vergleich zu einer Printanzeige hat digitale Werbung das Potenzial, Kunden gezielter anzusprechen. Das Berliner Unternehmen AppliIT hat sich auf Mobile Advertising spezialisiert, indem es seine Kunden dabei unterstützt, die richtige Online-Anzeige zur richtigen Zeit beim richtigen Anwender zu platzieren. Ob es sich um eine App für Online-Spiele, eine Videochat- oder Shopping-Community handelt – Anbieter, die auf Lösungen der Plattform DataLift 360 zurückgreifen, bieten ihren Nutzern passgenaue, für sie relevante Werbeanzeigen.

„Wir wissen eine Menge darüber, wie Nutzer sich online verhalten. Diese Daten bieten wir unseren Kunden an, damit sie einen maximalen Ertrag aus ihren Werbeanzeigen erzielen können“, sagt Tim Kuschella, Chief Executive Officer und Mitgründer von AppliIT. „Dank der Cloud-Plattform von IBM sind wir in der Lage, diesen Service zu geringeren Kosten anzubieten. Das war ausschlaggebend dafür, dass wir uns für die Lösung von IBM entschieden haben.“

Flexibel mit Bluemix

Die IBM Cloud Bluemix stellt sämtliche Datenressourcen in der Plattform bereit. Eine solide Basis für die Datenübertragung ist der hochleistungsfähige Bluemix Bare-Metal-Server, der sich individuell konfigurieren lässt. Durch die IBM Cloud-Rechenzentren, verteilt über den ganzen Globus, schafft AppliIT eine räumliche Nähe zu seinen internationalen Kunden. Diese ist notwendig, um Latenzzeiten so niedrig wie möglich zu halten und Werbeanzeigen unverzüglich schalten zu können.

Mit Bluemix gelingt es AppliIT darüber hinaus, seine Server je nach Bedarf an und abzuschieben. Dadurch kann das Tech-Unternehmen

Company profile with product showroom

Your Marketing Benefit:

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

IT-BUSINESS

www.it-business.de

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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.

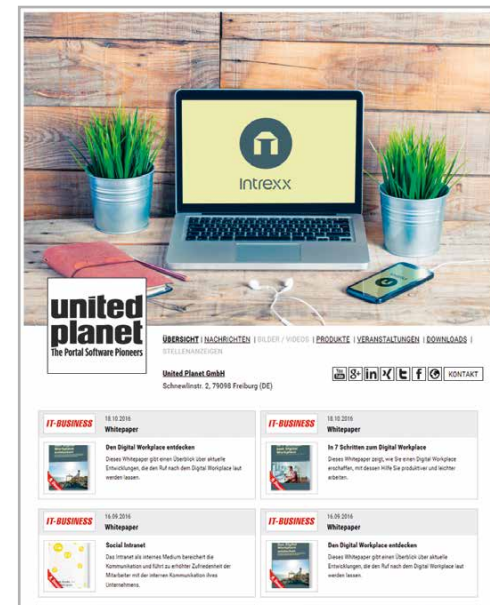
Your company address is not lodged yet? Please contact your account manager.

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
Basic profile	<ul style="list-style-type: none"> • company address • Hosting of your whitepaper (max. 5) and webcasts (max. 5) 	free
Premium profile	<ul style="list-style-type: none"> • Logo • Complete contact data • Extensive company's profile • Management contact with photo • Product showroom with photos • Possibility of publication of further photo material • Transmission of press releases about your company • Link to your company's RSS feeds • Hosting of your whitepapers and webcasts (10 each) • Publication of relevant topics in the event calendar 	1,800
Service option	<ul style="list-style-type: none"> • Maintenance of your provider's profile 	240

All rates are quoted in € excl. VAT



Example: company profile



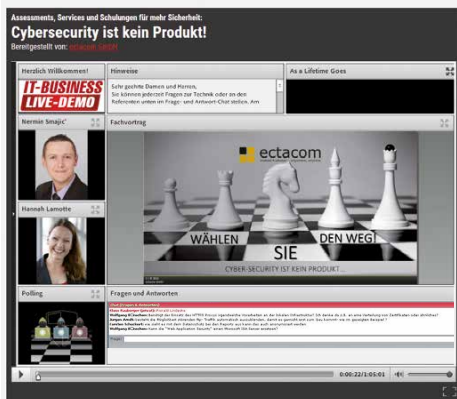
**Every action in the company profile creates a
teaser on the starter page of IT-BUSINESS.de**



IT-BUSINESS LIVE-CAST

With the IT-BUSINESS Live Cast 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.

IT-BUSINESS



Exclusive-Livestream

- Duration of conference: approx. 1 hour + 15 min. soundcheck
- 1 month hosting as on demand webcast

Promotion

- Announcing advertisement in IT-BUSINESS
- 1 week presence in newsletter IT-BUSINESS today
- email-mailing to presence participants of IT-BUSINESS
- Promotion on IT-BUSINESS social media channels

Administration & Services

- Introduction of your specialized speaker
- Introduction to theme
- Integration of a survey in your presentation incl. reporting
- Registration website with agenda
- Recording and supply as on demand webcast on IT-BUSINESS.de
- Reporting participants

Your Marketing Benefit:

- ✓ Product & Solution Competence
- ✓ Partner Recruitment
- ✓ Lead generation
- ✓ High qualified coverage

Partnership

7,900
no discount
available

Combi-Livestream

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

12,500

Social Media Promotion package incl.

IT-BUSINESS@twitter with 13.863 follower

IT-BUSINESS@facebook with 8.386 fans

IT-BUSINESS@xing with 7.691 members

Status: november 2017

All rates are quoted in € excl. VAT

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"> • Customized design • Individual content – possible features are: <ul style="list-style-type: none"> - Logo - Link to vendor profile - Promotion boxes for whitepaper & webcasts - Testimonials - Link to events - Listing of Whitepapers, Webcasts - Advertorial • Integration of editorial content (e.g. news, articles, tests, ...) • Exclusive banner package for Leaderboard and Skyscraper • Reporting 	<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-Partnerzone 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. 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

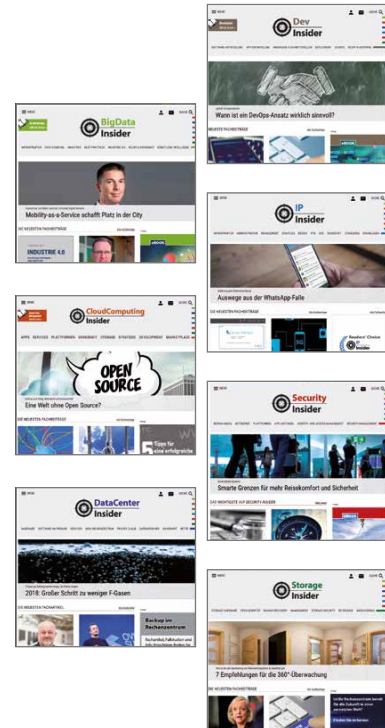
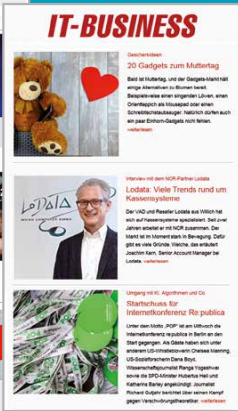
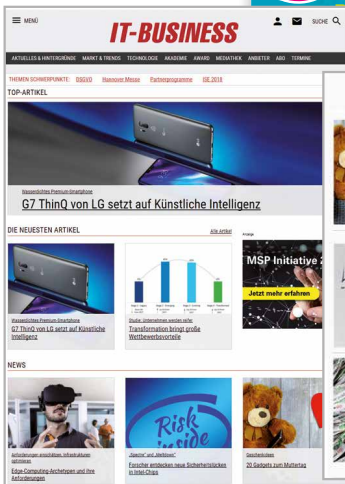
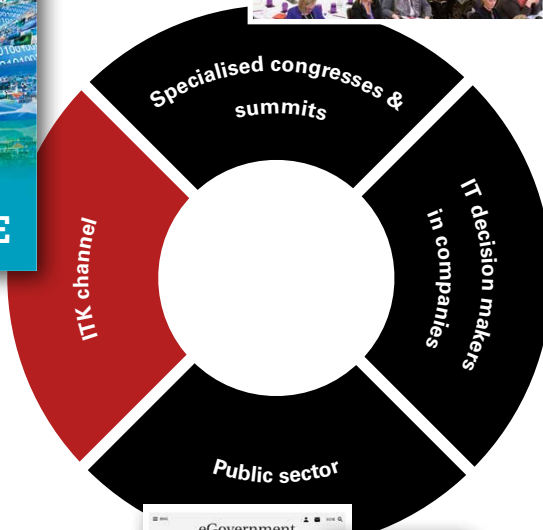
Please note that outlook 2007 only shows the first frame of animated GIF banners. Therefore we request to deliver a non-animated banner.

Data Delivery

■ Per email:

At least three days before the start of the campaign to: banner@vogel-it.de

**We recomend HTML5
as flash files can not be implemented**



MORE SUCCES FOR YOUR B2B MARKETING



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



IT-BUSINESS

eGovernment
elektronische Verwaltung



autoFACHMANN

autoKAUFMANN



blechnet

DeviceMed

ELEKTRONIK
PRAXIS

elektro
technik

FK Fahrzeug+
Karosserie

GEBRAUCHTWAGEN
PRAXIS

IWW
INSTITUT

kfz-betrieb



konstruktions
praxis



marconomy
Marketing und Kommunikation in der Wirtschaft

MMLOGISTIK



PharmaTEC
Forschung Technik Praxis

PROCESS
Wasser-Wasser-Technologie

Schüttgut