

Mediapack

2017

Price list no. 18

IT-BUSINESS

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
S.W.I.F.T- Code DRES DE FF 790
IBAN: DE37 7908 0052 0309 7717 00

■ IT-BUSINESS

Publishing schedule every two weeks
Day of publication Monday
Printed circulation 26,586 Ex. (IVW QIII/2016)
Distributed circulation 26,175 Ex. (IVW QIII/2016)
Area of circulation Germany
Internet www.it-business.de
ISSN 1864-0907

Disposition

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Technical Support Print

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

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800.000+
page impressions/month

**Specialised
editorial staff**
with 10 editors

22.000+
newsletter recipients
twice per day

Cross media:

- online
- print
- social media
- events

15.000+
qualified leads
generated in 2016

22.000+
registered users
cross-sectoral spanning



Content-Print

Profile	6
Reader analysis	7
Topics & dates	8
Formats & rates	10
Advertorials	12
IT-BUSINESS Spezial	13
IT-BUSINESS Spotlight	14
IT-BUSINESS Market	15
Special forms of advertising	16
Special publications + specials	18
Technical specifications	20

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 26,175 (IVW III/2016) qualified coverage in IVW-EDA proofed quality the magazine offers you the maximum market penetration in the channel.

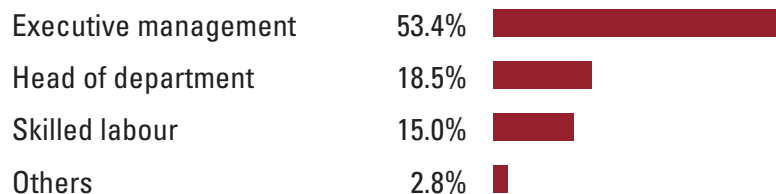
Thus IT-BUSINESS is the ideal medium to convince the decision makers of the german channel of your products, solutions and expertise.

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.

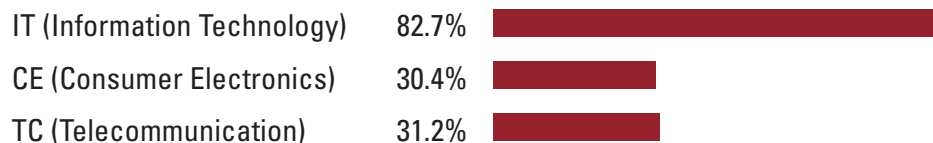
It's therefore a top source of information for IT decision makers and your premium partner for successful channel marketing.



■ Position of recipient (multiple naming)

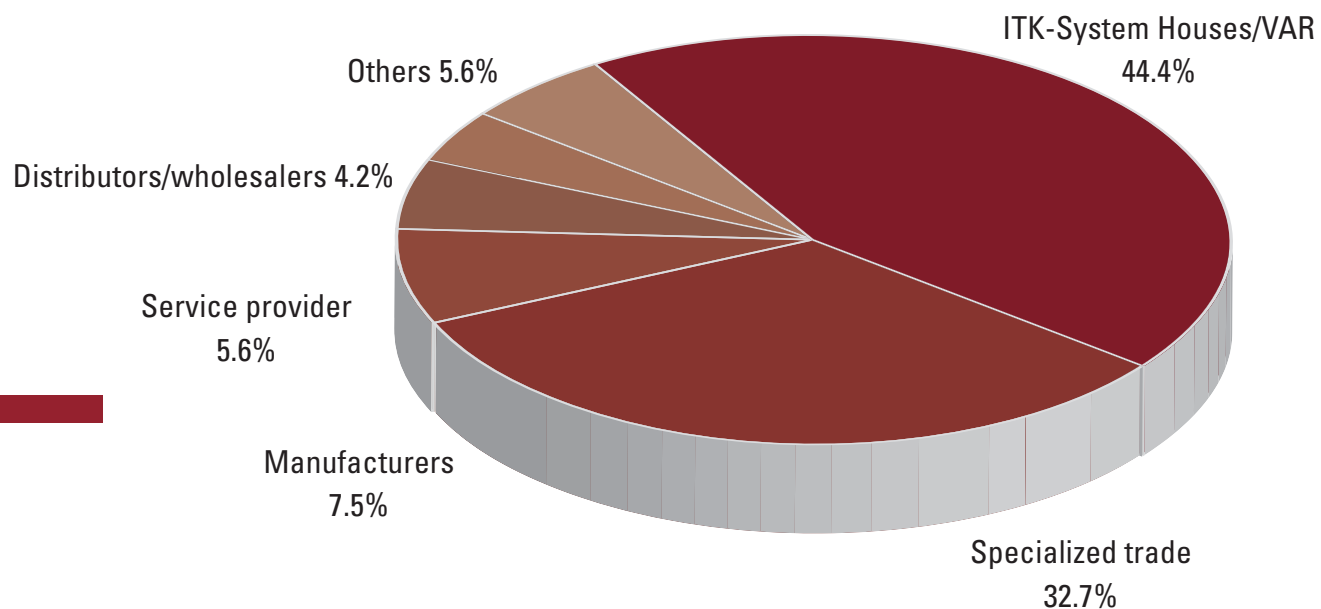


■ Product segments (multiple naming)



Printed circulation 26,586 Ex. (IVW QIII/2016)
Distributed circulation 26,175 Ex. (IVW QIII/2016)
Publishing Schedule every two weeks

■ Distribution of readership according to business focus



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

	Nr.	ET	DU	IT-BUSINESS Spezial	publications	Fair trades & events
jan.	1	16/01/2017	10/01/2017	USV, cooling & climate control		
	2	30/01/2017	24/01/2017	Displays & graphic design		
feb.	3	06/02/2017	31/01/2017	Mobile & stationary end devices		
	4	20/02/2017	14/02/2017	Server & desktop virtualization		
march	5	06/03/2017	28/02/2017	IT security		09.03. – 10.03. IT-EXECUTIVE SUMMIT
	6	20/03/2017	14/03/2017	Education		CeBIT 2017: 20.03. – 24.03.2017
april	7	10/04/2017	04/04/2017	Cloud computing	Storage & Big Data guide 2017	11.04. – 04.05. STORAGE Technology Conference
	8	24/04/2017	18/04/2017	Digital enterprise (industry 4.0)		24.04. – 28.04. Hannover Messe
mai	9	08/05/2017	02/05/2017	Notebooks		18.05. – 19.05. HOSTING & SERVICE PROVIDER Summit
	10	22/05/2017	16/05/2017	video control & infrastructure		
june	11	06/06/2017	30/05/2017	Printing & mps		
	12	19/06/2017	13/06/2017	Enterprise mobility	IT-Security guide 2017	27.06. – 13.07. IT-SECURITY MANAGEMENT & TECHNOLOGY Conference
july	13	03/07/2017	27/06/2017	Big Data & business analytics	MSP guide 2017	
	14	17/07/2017	11/07/2017	Digital transformation (enterprise software)		
	15	31/07/2017	25/07/2017	Partner programs		

	Nr.	ET	DU	IT-BUSINESS Spezial	publications	Fair trades & events
aug.	16	14/08/2017	08/08/2017	Gaming hardware & components		22.08. – 26.08. gamescom
	17	28/08/2017	22/08/2017	Smart home & NAS		01.09. – 06.09. IFA
sept.	18	11/09/2017	05/09/2017	Data center infrastructure	Virtualisierung & Cloud Computing guide 2017	12.09. – 26.09. CLOUD COMPUTING & VIRTUALISIERUNG Technology Conference
	19	25/09/2017	19/09/2017	Telecommunication & unified communications		05.10. – 06.10. ENTERPRISE MOBILITY Summit
oct.	20	09/10/2017	02/10/2017	Value added distribution		
	21	23/10/2017	17/10/2017	Digital signage		24.10. DATACENTER DAY 2017
nov.	22	06/11/2017	31/10/2017	IT accessories & gadgets		
	23	20/11/2017	14/11/2017	Storage & data management		23.11. Night of IT-BUSINESS
dec.	24	04/12/2017	28/11/2017	tEndpoint & mobile security	Year planer 2018	
	25	18/12/2017	12/12/2017	Healthcare IT	Year book highlights 2017/2018	

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

Your Marketing Benefit:

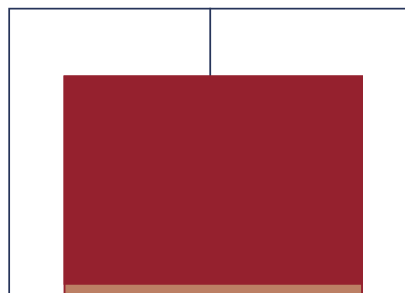
- ✓ Image & Brand Awareness
- ✓ Product & Solution Competence
- ✓ Partner Recruitment
- ✓ Direct increase in sales
- ✓ High qualified coverage

**2/1 page**

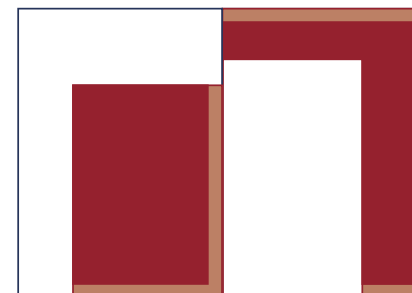
Type area: 426 x 280 mm
Trim size*: 460 x 300 mm

**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**

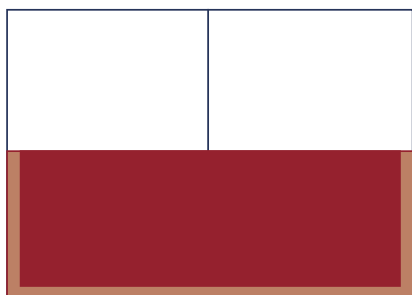
200 x 280 mm
(3 columns)

Magazine Trim Size

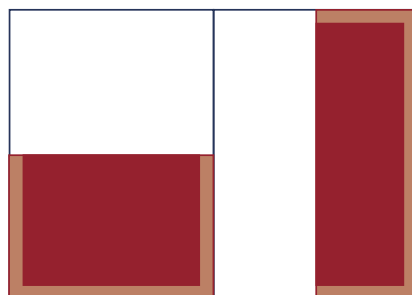
230 x 300 mm

* (please add min.

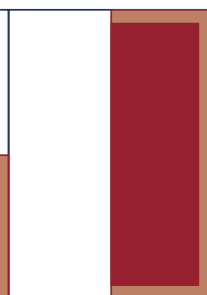
3 mm bleed)

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

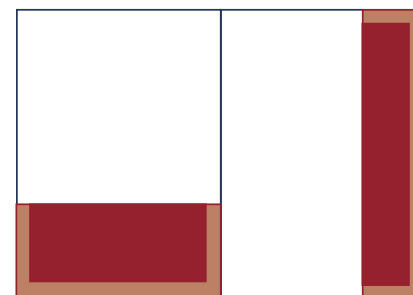
compound
Type area: 426 x 137 mm
Trim size*: 460 x 146 mm

**1/2 page horizontal**

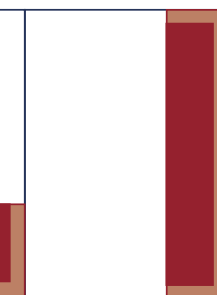
Type area:
200 x 137 mm
Trim size*:
230 x 146 mm

**1/2 page vertical**

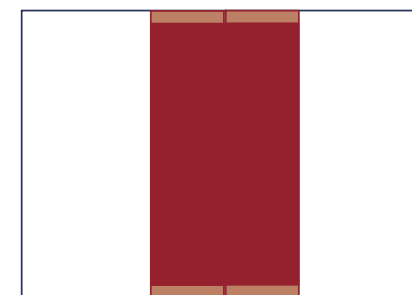
Type area:
100 x 280 mm
Trim size*:
117 x 300 mm

**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

Zeitgemäßes Drucken in Unternehmen

Bisher war es gerade bei kleinen Druckinfrastrukturen schwierig, ein auf die Anforderungen der Kunden passendes und für den Handel lukratives MPS-System zu finden. Epson hat sich dieser Aufgabe angenommen und mit Print365 eine Lösung entwickelt, die den Ansprüchen beider gerecht wird. Während der Handel die einfache Handhabung von Print365 sowie eine konstant gute Marge genießt, freuen sich Unternehmenskunden über transparente, niedrige Druckkosten.

Das Epson Print365 MPS System. Ideal zum Einsetzen in bestehende IT-Strukturen. Das System liefert hochwertige Druckergebnisse zu einem erschwinglichen Preis für Unternehmen.

Epson WorkForce Pro MPS Drucker und Multifunktionsgeräte bieten Unternehmen die Möglichkeit, mit dem Print365 MPS System auch für kleine und mittelständische Unternehmen zu drucken.

Einmalige, einfache, schnelle und sichere Bedienung. Epson Pro MPS-Systeme mit einer Druckgeschwindigkeit von bis zu 30 Seiten pro Minute. Schnelle Auslieferung aufgrund von Patenteinsparungen.

Epson Print365 System. Ein innovatives, intelligentes System, das die Vorteile von Epson in Verbindung mit modernen IT-Systemen vereint. Epson Print365 ist ein einzigartiges, intelligentes System, das die Vorteile von Epson mit modernen IT-Systemen vereint. Epson Print365 ist ein einzigartiges, intelligentes System, das die Vorteile von Epson mit modernen IT-Systemen vereint.

Die Vorteile des Epson WorkForce Pro MPS Systems:

- **Kostenreduzierung:** Epson Print365 reduziert die Kosten pro Seite (CPS) um bis zu 50% im Vergleich zu anderen Druckern.
- **Erhöhte Produktivität:** Epson Print365 ermöglicht eine schnelle und einfache Bedienung.
- **Erweiterte Flexibilität:** Epson Print365 ist ein einzigartiges, intelligentes System, das die Vorteile von Epson mit modernen IT-Systemen vereint.

Die Vorteile von Print365:

- **Geringe Druckkosten:** Epson Print365 reduziert die Kosten pro Seite (CPS) um bis zu 50% im Vergleich zu anderen Druckern.
- **Erhöhte Produktivität:** Epson Print365 ermöglicht eine schnelle und einfache Bedienung.
- **Erweiterte Flexibilität:** Epson Print365 ist ein einzigartiges, intelligentes System, das die Vorteile von Epson mit modernen IT-Systemen vereint.

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Example: Epson

BenQ

PRÄSENTATIONS-PROFIS

LEICHTSTARK UND FLÜßIGKEIT
Die beiden neuen, leistungsfähigen DLP Projektoren der MU Serie für den Business- und Education-Bereich setzen neue Maßstäbe für kleine Präsentationen in einem so intelligenten, vielseitigen und preiswerten Lichtstark. Der BenQ MU Serie Projektor (3500 bzw. 4000 ANSI Lumen) und einen Betriebsverbrauch von nur 28 Watt pro Stunde ist auch bei Taglichteinstellung und in jedem Raum.

ÜBERZEUGENDE PROJEKTIONEN AUS JEDER LEBENSSTELLE
Eine BenQ Serie mit Ausdrucksstärke und Präzision. Die Projektoren lassen sich flexibel an der idealen Position aufstellen, um ein Wand oder Decke montieren. Mit 1,3-Meter Zoom und automatischer Keystone-Korrektur sind die Projektoren im Handumdrehen einsatzbereit und projizieren selbst aus kleinem Abstand Bilder mit einer Diagonale von bis zu 7,61 Metern.

QUICK FOR THE UNEXPECTED, NOT ONLY
Auch in puncto Energieverbrauch und Umweltfreundlichkeit sind die MU Serie und die MU Serie eine Klasse für sich. Im SmartEcoPlus-Modus wird die Leuchtdichte automatisch den Bildern angepasst. Das Lebensdauer der Lampe liegt so bei 3000 Stunden im Normalbetrieb bzw. 7500 Stunden im Sportbetrieb.

KEY FACTS: MU Serie / MU Serie

- MU Serie Auflösung (1920 x 1080)
- 3500 (MU3500) bzw. 4000 (MU4000) ANSI Lumen
- 28000:1 Kontrast (typisch)
- Rotations 28 dB im Eco-Modus
- Kabellos präsentieren mit BenQ Connect (optional erhältlich)

Example: BenQ

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

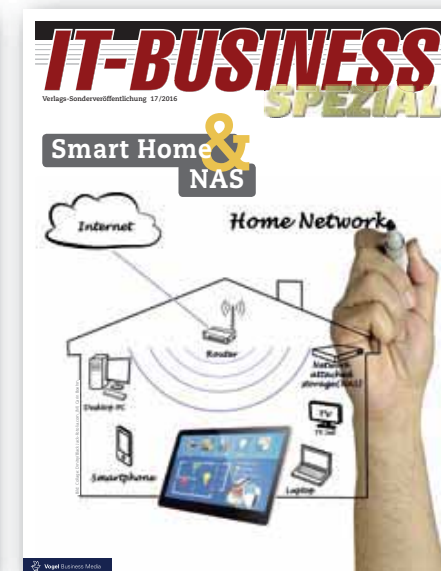
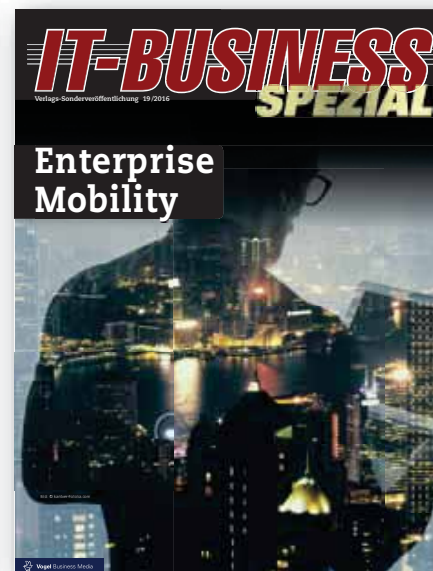
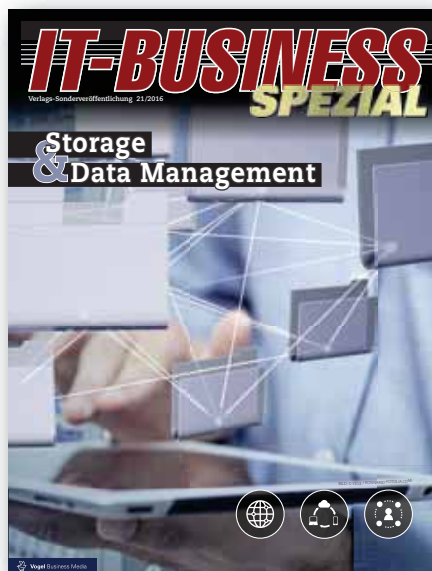
Total volume: 2 pages

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.



Example: Company's anniversary

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 12746 follower

IT-BUSINESS@facebook with 7720 fans

IT-BUSINESS@xing with 6795 members

Status: november 2016

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

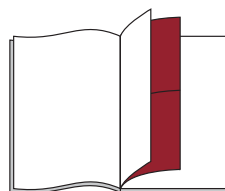
■ Loose Inserts



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 €

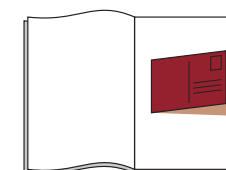
■ Bound Insert



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 €

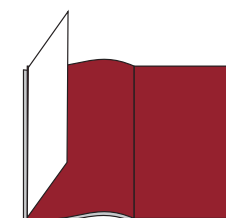
■ Affixed printed matters



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

Price on request

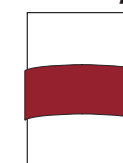
■ Gatefolder



The page folding out to the left is stuck to the magazine cover (3 pages).

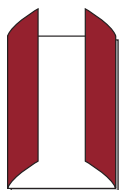
Price 21,900 €

■ Belly Band



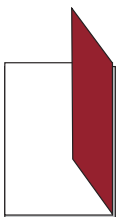
Price	23,900 €
Format	510 x 100 mm + 3 mm trim

■ 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.

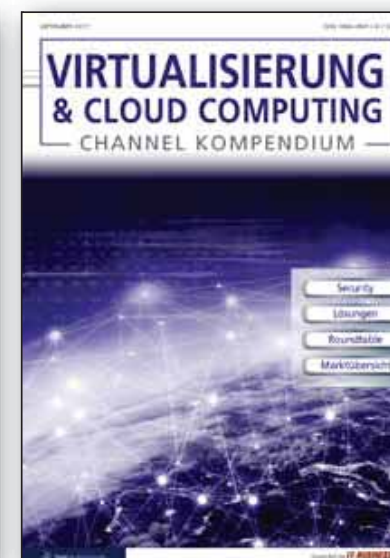
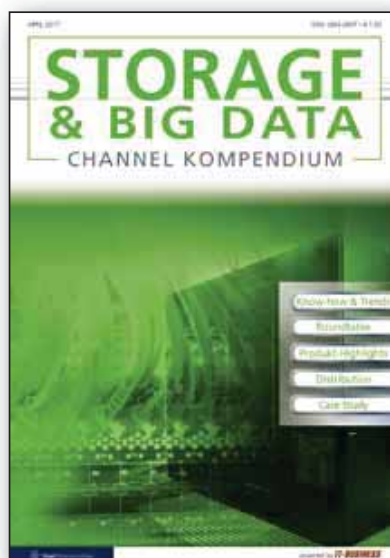
Your Marketing Benefit:

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

Topics	Date of issue
Storage & big data guide 2017	april 2017
IT security guide 2017	june 2017
Virtualisierung & cloud computing guide 2017	september 2017

Ad pages	Formats	Rate
40	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



■ Highlights 2017/18

IT-BUSINESS 2017 – 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	18/12/2017

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 2018

Do you want to be in the field of vision of your trade partner? Then make use of the IT-BUSINESS Year Planner 2018! 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 2018	04/12	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, quadroplex have to be separated in CMYK.

■ **Picture resolution**

60 raster units, 300 dpi

■ **Printing colours**

Only use printing colours of the european colour scale (Euro scale) for offset print in DIN 16539. Only use original control stripes for copies and print in all colours, which correspond to the BVD-Fogra-standard.

■ **Proof**

The proof should be made on circulation paper or paper with similar surface and colouring. Corrections without proof are to be marked

■ **Increase of tone quality**

The tolerances of increase of tone quality in print are
 40%-area +/-3% 80%-area +/-2%

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
Whitepaper	30
Online advertorial	31
Company profile	32
Live demo	33
Studio webcast	34
Partnerzone	35
Technical specifications	36

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.

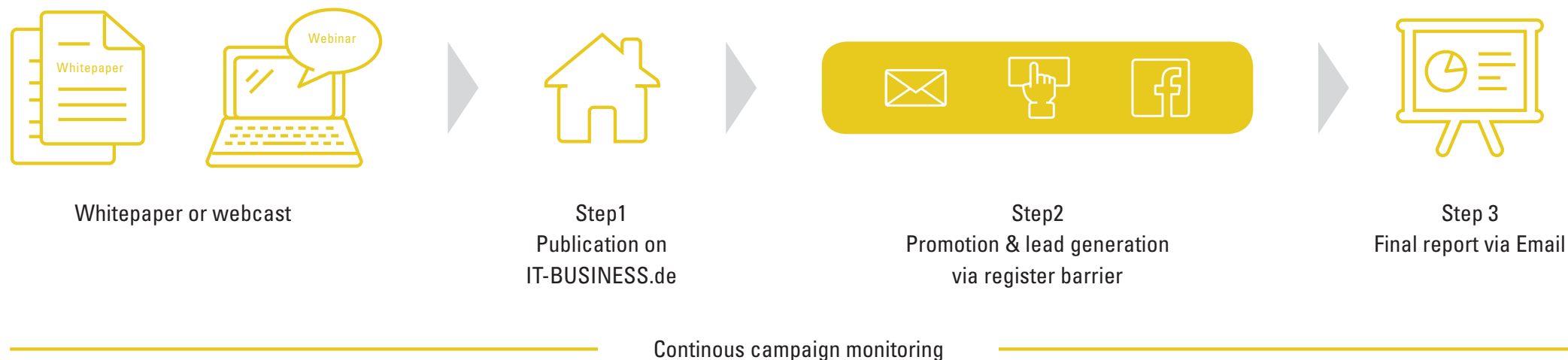
Now you have the choice between classic banner formats, effective newsletter advertisement, outstanding sponsorings and innovative multimedia formats.

Lead Generation

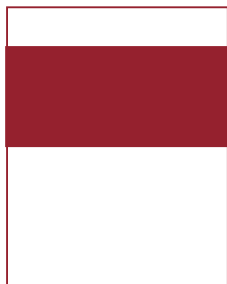
Lead Generation is developing into an important basic element for successful B2B online marketing. It offers you the possibility, with a broad offer of promotional elements, to get into direct contact with potential customers. That way you can support your sales department and reinforce your market position.



IT-BUSINESS.de
is IVW certified

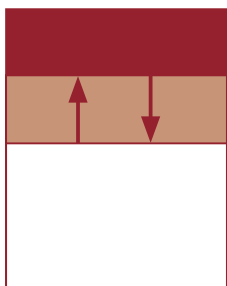


**Lead generation is the skill to rise the bait in the right moment.
We offer you access to your target group and advise you with your content and
its perfect placement within advertisements**

Billboard Ad

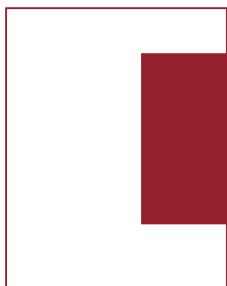
The billboard ad is directly positioned under the horizontal navigation of the website and over the complete width of the content. With its prominent placement this ad attracts the users' high awareness.

- Size: 960 x 250 px

Leaderboard Standard/Expandable

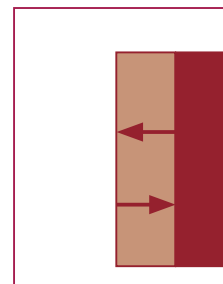
The leaderboard is a big format banner at the top of the website. It places your advertising message prominently and offers you enough space (Expandable with "expand/close-buttons" for a visually interesting design.

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

Halfpage Ad

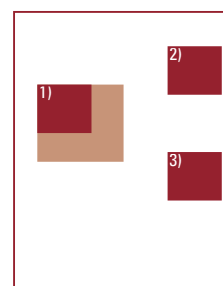
This large-scale advertising format is placed on the right hand side of the website and is a very prominent ad in the direct field of view of the user.

- 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

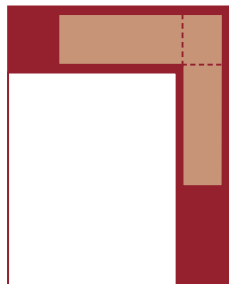
The content ad offers you the chance to advertise "in the middle of all happenings", thus it reaches high awareness. The content ad expandable with its expand/close buttons ensures a visually interesting design of your advert.

- 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

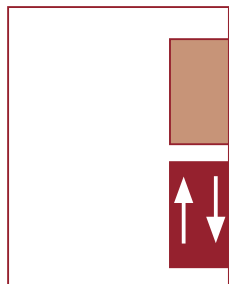
Hockeystick/Wallpaper



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

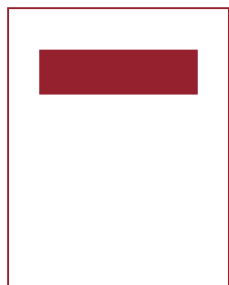
Sticky Ad (Skyscraper)



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

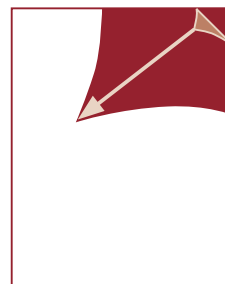
Brand Gate/Fireplace



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 Morning Briefing & Today

Newsletter delivery twice/day to registered recipients. The newsletter „Morning Briefing“ is delivered in the morning, „Today“ is delivered midday.



Placements

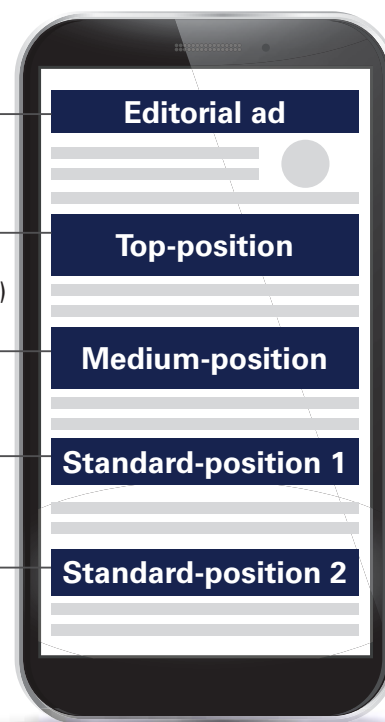
Editorial-ad
(630 x 140 pix)

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

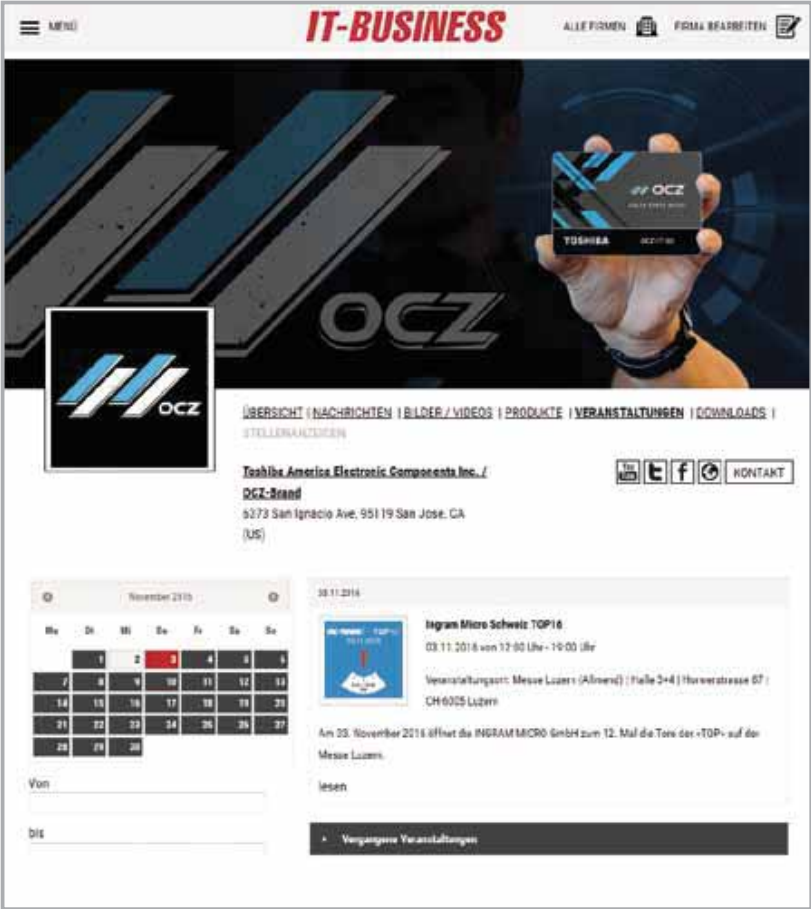
Promotion of your event

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)	3,000

All rates are quoted in € excl. VAT



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 12746 follower

IT-BUSINESS@facebook with 7720 fans

IT-BUSINESS@xing with 6795 members

Status: november 2016

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"> • 10 whitepaper • 3 months hosting • Teaser • Sorting by 3 keywords • Teaser and keywords can be changed 	free	50

Whitepaper premium package		
<ul style="list-style-type: none"> • 10 whitepaper • 3 months hosting • Teaser • Indexing with 5 thesaurus terms each • Teaser and keywords can be changed • Promotionbox on starter page and topic channel • Highlighted announcement in the newsletters • Support of lead generation via banner advertisement on website • Reporting • Generated Leads inclusive 		9,900

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: november 2016

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"> • running time: 3 months • landingpage with individual content • highlighted listing • highlighted announcement in newsletter • banner promotion • single email shot • lead generation (all generated leads incl.) 	10,500

All rates are quoted in € excl. VAT

Example: Fujitsu Online Advertorial

Company profile with product showroom

Your Marketing Benefit:

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

IT-BUSINESS

www.it-business.de

32

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"> • Firmenadresse • Hosting Ihrer Whitepaper (max. 5) und Webcasts (max. 5) 	free
Premium profile	<ul style="list-style-type: none"> • Logo • Complete contact data • Extensive company's profile • Management contact with photo • Highlighted listing in database • 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	• 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-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 12746 follower

IT-BUSINESS@facebook with 7720 fans

IT-BUSINESS@xing with 6795 members

Status: november 2016

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 Vogel IT-Akademie
- 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

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

per partner
6,000 *

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

12,500 *

All rates are quoted in € excl. VAT



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

6,900

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 12746 follower
- IT-BUSINESS@facebook with 7720 fans
- IT-BUSINESS@xing with 6795 members

Status: november 2016



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 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. 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



Content – Events

Contacts Vogel IT-Akademie	38
Profile	39
Conferences and Congresses	40
Summits	41
Datacenter Day, intensive training, corporate events	42



Vogel IT-Akademie



Vogel IT-Akademie Swiss

Successful together



■ Contacts Vogel IT-Akademie



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

IT-BUSINESS

eGovernment
COMPUTING



Vogel IT-Akademie – Successful together

For over 16 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 the IT-solution partners' demands and help them to apply their new knowledge to their business.

A short review shows their success: Over 70,000 excited participants attended the events since the Academy'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.



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.

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.

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

- **Workshops/Live-Demos:** Solutions together with up to 20 participants.
- **Hosted Roundtables:** 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.
- **World-Café:** By hosting a world café you will get to know experiences and varied views of up to 20 participants concerning your topic within a short period of time (two rounds at 25 minutes each).

Events	Dates / Venues*	Partnerships ** Germany	Partnerships** Switzerland
 	11.04. Hamburg 24.04. Bonn 02.05. Frankfurt a. M. 04.05. Munich + 31.05. – 01.06. Pfäffikon SZ	Platin 37,900 Premium 26,900 Premium 28,900 Live-Demo Classic 21,000 Basic 11,500 Light 7,500 Additional packages Workshop 9,500 Roundtable 9,500 World Café 9,500 Target group 150 – 200 end-users and solution partners per venue Preise in €, zzgl. MwSt.	Platin 20,900 Premium 15,900 Premium 16,900 Live-Demo Classic 13,000 Basic 7,500 Light 4,000 Additional packages Workshop 5,500 Roundtable 5,500 World Café 5,500 Target group 200 – 250 end-users and solution partners Prices in CHF excluding VAT. When booking, the current exchange rate on the day of booking applies.
 	22.06. Cologne 27.06. Munich 29.06. Hanau 13.07. Hamburg + 25./26.10. Pfäffikon SZ		
 	12.09. Frankfurt a. M. 14.09. Cologne 19.09. Munich 26.09. Hamburg + 25./26.10. 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-EXECUTIVE SUMMIT BERLIN 2017

The 13. IT-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:** 9th / 10th March 2017
Waldorf Astoria, Berlin
- **Number of participants:** 25-30 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 2017 PROVIDER



The high demand regarding to the flexibility of our infrastructure and global access to data and applications opens up new vistas for providers.

This is the premise of the HOSTING & SERVICE PROVIDER SUMMIT 2017: 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 2017.

- **Date:** 18th / 19th May 2017
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: 20,500
Basic: 9,500

ENTERPRISE MOBILITY SUMMIT 2017



The ENTERPRISE MOBILITY SUMMIT 2017 handles all aspects of comprehensive enterprise mobility and clarifies what to take imperatively care of during conception, implementation, expansion and operation of successful enterprise mobility. From its application in front & back end to device & infrastructure management up onto aspects of security and most certainly individual and targeted app design.

Highlights of the event are: Exclusive results from the Enterprise Mobility Study and the presentation of the Enterprise Mobility Awards 2017.

- **Date:** 6th / 7th 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 2017 – 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 2017**.

- **Date*:** 24/10/2017, Würzburg, Vogel Convention Center VCC
- **Participants:** 60-80
- **Target group:** Facility: computer centre planners, contractors, operators, service providers
IT: IT manager/CIOs, IT operations, server & system manager
- **Partnership*:**

Premium:	10,950
Standard:	4,500
Basic:	3,500

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

**DC DATACENTER
DAY 2017**

**DC
STUDY
2017**

■ Intensive training

There are many styles of sale in the IT market. However, there is often a common theme missing in order to go through the different phases of sale successfully. There is more and more a need for storytelling.

Even though this "cry for help" is heard it is rather a burden for the sales personnel to find the right story and tell it to the listener with an appropriate aim.

This training aims to make you understand what storytelling really means and which recurring principles it follows. Success comes to the one that can inspire by a story with a message, which will be remembered and retold by the client.

- **Trainer:** Martin Marx, presentation coach
- **Participants:** 5 to 8 per venue
- **Location and sponsoring models** on request

**story-
telling**

■ Corporate Events

Would you like to present your products and solutions to future clients within your own roadshow, without accompanying other partners, but you do not have the capacity internally nor the reach externally to do so? We manage the specific planning, detailed implementation and operation of your roadshow based on your requirements. Qualified event consulting, an exact budgeting and great chances of success speak for their own.

- **Location & sponsoring:** on request





Full service in the IT channel marketing

Services

Market research	44
Direct marketing	45
License of publication	46
Publisher's program	47

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

- maximum 12 questions from you
- possible implementation of a raffle
- programming of the survey
- promotion on starter page
- running period: approx. 4 weeks
- evaluation and documentation of the results
- Reporting

Rate

12,500

All rates are quoted in € excl. VAT

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

ATTRAKTIVE PREISE ZU GEWINNEN
Jedes aktive Teilnehmen verdient sich die folgenden Preise als Belohnung von 3.750 €:

- Dell Latitude 12 mit 7000-Serie Intel® Core i5
- Dell Venue 11 Pro mit Intel Core i5
- Dell Venue 8 Pro mit 64 GB SSD

1. Dell kommt aus der Elektronikwelt. Für wie loyal halten Sie den Anbieter basierend auf dem Vertrauen?

1 = sehr loyal
5 = würde ich auf keinen Fall vertrauen

2. Wie nehmen Sie Dell im Channel wahr?

Reiner Hardware-Anbieter ☐

Anbieter für innovative Softwarelösungen und Technologien ☐

Anbieter für ganzheitliche Enterprise-Lösungen für Server, 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 adressessin 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
Mailing an 10.000 Adressen <ul style="list-style-type: none"> • Mailing to 10.000 addresses-personalized serial letter • on your stationery- packaging in your panel envelope DIN • long- weight under 20g-delivery • by post 	1,700
<ul style="list-style-type: none"> • selection of target groupsupply • of addresses (single usage) 	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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