



MediaKit 2008

Editorial Staff: ulrich@it-verlag.de
Accounting Department: neff@it-verlag.de
Service: lemke@it-verlag.de
Managing Director/Publisher: u.parthier@it-verlag.de

Representatives

Germany:

Peter Krysinski
Tel.: +49 08104 6494-21
krysinski@it-verlag.de

Rudolf-Diesel-Ring 32
82054 Sauerlach
Fax: 08104 6494-22

United Kingdom:

Ms. Ceri Thacker
GCA Greg Corbett
Associates Ltd.
Phone: +44 2077306033
gca@gcainternational.co.uk

5 Lower Belgraved Street
London SW1W 0NR
Fax: +44 2077306028

USA:

Ed Ware
Global Ad-Net
Phone: +1 603-525-3039
Ed@globalad-net.com

PO Box 459
47 Laurel Street
Marlborough, NH 03455
Fax: +1 603-525-3028

Categories:

Trends • Opinions • ExpertTalk (articles)
Case Studies • More IT Security (books, reports, links, white papers)

Magazine Characteristics

IT Security and the effective protection against threats from the internet are important for any business. **IT Security** focuses on these aspects in a strategic and technical way. The magazine points out practical and cost effective solutions.

List of topics: Auditing • hacking • web services • security management systems • firewalls • IDS/IPS • antivirus programs • spyware • DOS attacks • PKI • security policies • VPN • cryptography • digital signatures • biometric • identity management systems • smart cards • authentication • data security • USV • secure data centers, etc.

Target groups: IT Security Managers, Chief Security Officers, IT Security Contractors, IT Directors, MIS Managers, System and Network Administrators.

Frequency

it management eJournal IT Security will be published quarterly in March, June, September and December on the last Monday of the month.

Key benefits for sponsors

it management eJournal IT Security provides all the information of the IT security world. It combines the advantages of both the print and the online world! Ask us for interactive and multimedia solutions for your advertisements.

It will set a new benchmark in distribution in 2008, because you can receive it in a user-friendly PDF format as well as a flash magazine – both free of charge!

Environmentally sound. Fast. Direct. Favorable. Independent. Informative. Up-to-date. Online.

Benefits of an eJournal

For the first time we are offering this innovative format to present special topics to your audience. The eJournal lives on multi-functionality. **Where the articles end, multimedia starts.** Use this media for your professional articles and ads!

Being in contact with the reader

By using a variety of sound, flash and video up, to comprehensive links, you contact the user and let him play a significant role. The dialogue ability is unmatched. No print media, website, newsletter or classic PDF can perform like an eJournal.

Lead generation

The eJournal will have a fixed place in the future of the communications mix. You can expect long view and time sequences, sequential dramaturgy, more interactivity, and more full-video, which transports high quality information simply and clearly. Tools for lead generation are also available.

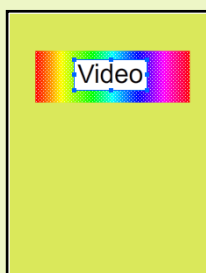
Analysis of the reader

All content and interactive elements can be tracked and continually improved.

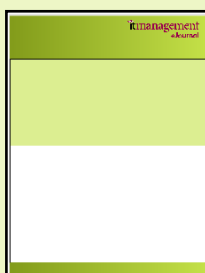
Compared to print, you can track the number of users, analyze the readers' behavior of your target group and control the quality with an eJournal.

Success based Online-Advertisements

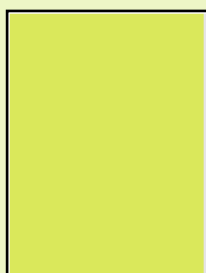
The interactive elements have a high response potential. By different communication options success based Online-Advertising, the so called Performance Marketing is no more a dream. Experience shows that one or two sided animated ads in eJournals have a tremendous exposure over time which print cannot offer. Ask for cross-media offers, combining our eJournal, www, newsletters and Print. This will allow you to get the most awareness of our readers.



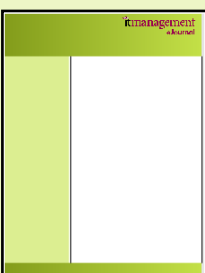
**1/1 page & 1 video,
Flash or other in-
teractive compo-
nentes**
600 x 450 pixels
\$ 6,150 - USD



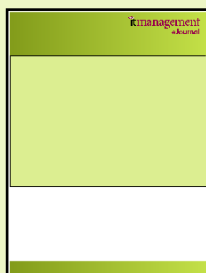
1/3 page horizontal
200 x 450 pixels
\$ 1,800 - USD



1/1 page
600 x 450 pixels
\$ 5,450 - USD



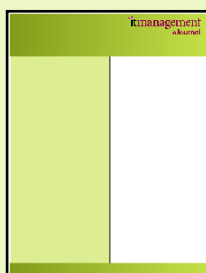
1/3 page vertical
470 x 150 pixels
\$ 1,800 - USD



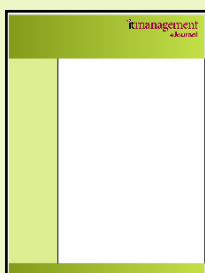
1/2 page horizontal
300 x 450 pixels
\$ 2,725 - USD



1/4 page horizontal
150 x 450 pixels
\$ 1,350 - USD



1/2 page vertical
470 x 225 pixel
\$ 2,725 - USD



1/4 page vertical
470 x 113 pixels
\$ 1,350 - USD

Discounts

3+ adverts 5 %

6+ adverts 15 %

Agency discount 15%

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Phone: +49 8104 6494-14

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