

# itmanagement



Media Kit 2009



**IT Verlag für  
Informationstechnik GmbH**

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**[www.it-verlag.de](http://www.it-verlag.de)  
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On request:  
Booklet as ad  
special

**Mission Statement:**

itmanagement informs on strategic management of information and helps optimize the decision and product investigation process. It management consistently strives to meet it's readers requirements for information concerning efficiency, integration and ROI. The articles are written by selected experts and well-known analysts and consultants.

- Regular features:**
- IT-Service
  - IT-Management
  - IT-Technology
  - IT-Infrastructure

**Reader Profile:**

itmanagement readers are established at the top management levels. They are deeply involved in strategic enterprise and investment decisions. They are in management with titles such as: CIO, Managing Director, Project Manager, and consultants in fortune 500 companies, and SMEs, as well as in government, financial or insurance units.

**Printed Circulation:** 20.000 copies (IVW Q 1-2008)

Distribution: via controlled rotating circulation, subscription, and single copy sales

**Geographic Distribution:** Germany, Switzerland, Austria

**Frequency:** monthly with two double issues (10 issues in 2008)

Printed Circulation may be subject to fluctuations. Information about the ongoing circulation, changes concerning topics or rotation are available at our Media Consultants.

Issue	Feature	Publication Date	Advertising-Deadline	Materials Due	Fairs/Events
01/02-2009	<b>System Management</b> <b>Special: BPM</b>	01/26/2009	01/12/2009	01/26/2009	
03-2009	<b>Automation of IT-Processes</b> <b>Special: IT Security</b>	02/23/2009	02/09/2009	02/13/2009	CeBIT 2009 Hannover
04-2009	<b>Disaster Recovery</b> <b>Data Management and Data Quality</b> <b>Special: eProcurement</b>	03/23/2009	03/09/2009	02/13/2009	BITexpo 2009 Stuttgart it security 2009
05-2009	<b>Lifecycle Management</b> <b>Special: Project Management</b>	04/27/2009	04/14/2009	04/17/2009	ORBIT Basel eProcure 2009 Nuremberg Project Management 2009
06-2009	<b>ERP</b> <b>Special: Data Center</b>	05/25/2009	05/11/2009	05/15/2009	Data Center 2009
07/08-2009	<b>Communications Solutions</b> <b>Special: DMS – ECM – Portals</b>	07/27/2009	07/13/2009	07/17/2009	
09-2009	<b>Business Performance Management</b> <b>Data Management and Data Quality</b> <b>Special: Digital Identities</b>	08/24/2009	08/10/2009	08/14/2009	DMS Expo Cologne DSAG 2009 Bremen
10-2009	<b>Virtualisation • Enterprise Intelligence</b> <b>Data Management and Data Quality</b> <b>Special: IT-Carrier</b>	09/28/2009	09/14/2009	09/18/2009	Digital ID World 2009
11-2009	<b>IT-Portfolio-Management</b> <b>Special: CRM</b>	10/26/2009	10/12/2009	10/16/2009	CRM Expo Nuremberg E.B.I.F. Frankfurt CIO Award & Congress
12-2009	<b>SaaS</b> <b>Special: eBusiness Success</b>	11/23/2009	11/09/2009	11/13/2009	
01/02-2010	<b>Business Mashups</b> <b>Special: SAP</b>	01/25/2010	01/11/2010	01/15/2010	

Changes are subject to request!

### IT-Service

In this category we write about products (services) of IT-Service companies. We do this from the view of a service manager who is responsible for the IT-Services within the company. Articles will tell about the services and their characteristics, e.g. which functionality the services deliver through what processes and what resources are necessary for this.

### IT-Management

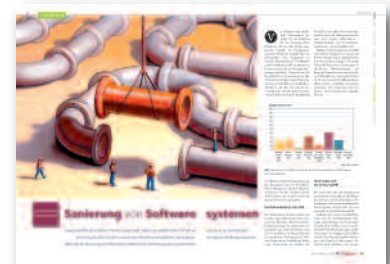
In this category we talk about concepts, processes, methodologies, life cycles and the internal structure of an IT organization. We do this from the view of a controller or auditor whose task is to ask critical questions. Further on we want to give proposals how to optimize the action steps.

### IT-Infrastructure

In this category we will discuss technologies based on IT-Services (hard as well as software). In addition to this we will describe base technologies and standards. All articles we have focus on solutions and will not be product specific.

### IT-Technology **itfokus**

This category concentrates on the requirements and problems of IT-experts and developers. The focal point is at software engineering, migration and integration as well as system- and network management.



itmanagement-readers decide about the investments

	Scope of reach in %	Costs in EUR	TKP in EUR	Zus. in %	Affinity index
<b>Gesamt</b>	100,0			1,7	100
• IT Management	1,5	<b>6.340</b>	<b>638,95</b>	<b>22,3</b>	<b>1.344</b>
• is report	0,6	4.600	1.095,89	22,1	1.334
• Information Week	2,6	9.900	550,66	18,5	1.117
• IT Mittelstand	1,9	10.250	812,76	15,3	920
• IT Director	1,0	9.250	1.313,92	14,8	891
• CIO	2,4	11.580	715,12	14,3	863

Second low-priced titel

Highest Affinity index\*

itmanagement asserts oneself excellent in the competitive environment:

- Distinguished TKP-Value!
- High Value within the affinity index
- Low reader-interference concerning the competition

**Conclusion:**

**IT-decision makers read itmanagement!**

itmanagement reaches approx. 50.000 IT-Responsibles and is therefore the most economic title within the area of competitors. Due to the escalation of the print run up to 20.000 copies (Q 1-2008 according to IVW) all relevant Values, e.g. TKP or the reached readership, are moving to the benefit itmanagement!

\* ITK-decision makers with direct functions in the IT-Area like the management, CIO, chief IT/TK.

### Advertisement Formats/Price List

Format	Printing space (wide x length in mm)	Bleed (wide x length in mm)	b/w €	4c €
2 x 1/1 page	388 x 248	420 x 297	8.100,-	12.680,-
1/1 page	178 x 248	210 x 297	4.050,-	6.340,-
3/4 page horizontal	178 x 186	210 x 207	3.340,-	5.230,-
2/3 page vertical	118 x 246	136 x 297	2.970,-	4.650,-
2/3 page horizontal	178 x 170	210 x 191	2.970,-	4.650,-
1/2 page vertical	85 x 248	100 x 297	2.025,-	3.170,-
1/2 page horizontal	178 x 126	210 x 148	2.025,-	3.170,-
1/3 page vertical	56 x 248	72 x 297	1.485,-	2.325,-
1/3 page horizontal	178 x 78	210 x 100	1.485,-	2.325,-
1/4 page 1-column	41 x 248	57 x 297	1.012,-	1.585,-
1/4 page 2-column	83 x 123	100 x 145	1.012,-	1.585,-
1/4 page 4-column	178 x 53	210 x 75	1.012,-	1.585,-

### Online-Advertisement



You will find all data concerning online-advertisement in our media kit **itdaily** or at [www.it-daily.net](http://www.it-daily.net)

### itmanagement eJournals



You will find all data concerning the it management eJournal in our separate media kit or at [www.it-daily.net](http://www.it-daily.net)

### Employment adds:

1/1 page 4c	€ 3.220,-
1/2 page 4c	€ 2.250,-
1/3 page 4c	€ 1.820,-
1/4 page 4c	€ 1.385,-

All given format-/size-data are the same as for the ads.

### Discounts

#### Frequency Discount

3+ adverts	5%
6+ adverts	10%
9+ adverts	15%
12+ adverts	20%

#### Volume Discount

2+ pages	10%
4+ pages	15%
6+ pages	20%
9+ pages	25%
12+ pages	30%
15+ pages	32,5%
18+ pages	35%

Other formats on request.  
All prices in € and exclusive tax.  
Discounts for booking within 12 months.

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### Other Advertising Possibilities

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**Special Positions:**

4<sup>th</sup> cover page (back cover) € 7700,-

2<sup>nd</sup> and 3<sup>rd</sup> cover page € 7100,-

**Sole Advertisements:**

On request

**Enclosed Inserts:**

Costs for booking of full circulation per thousand up to 25g weight € 245,- (incl. postage), up to 50g weight €275,-. Enclosed inserts must suite for mechanical processing. Booking of part of the inserts is possible with a surcharge of 10%. There is no discount possible, but we offer agency commission.

**Bound Inserts:**

4 pages per thousand € 365,-

8 pages per thousand € 445,-

Other sizes on request. Those are not discountable, but we offer agency commission.

**Postcards:**

Postcards can only be booked in combination with a full page advertisement. The costs per thousand are € 145,- inclusive postage.

There is no discount for bookings of enclosed inserts, bound inserts or postcards. The costs are exclusive sales tax.

We kindly ask for five examples in advance when placing the order. Mailing address on request.

**Employment Ads:**

Prices according to the price list.

Other formats on request.

**Special Advertisements:**

Booklets, Specials, supplement, etc. on request.

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### Technical Data

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**Size of magazine:**

210 x 297 mm (DIN A4)

**Size of typing area:**

178 x 248 mm

**Printing process:**

Cover: sheet offset

Inner part: sheet offset with saddle stitching.

Computer to plate – data delivery on request!

**Colours:**

Special agreement is required for special colour shades which cannot be attained by combining printing of colour from the scale.

The publisher reserves the right, on technical grounds, to compile decorative colours from the four-colour-scale. Data and proof required.

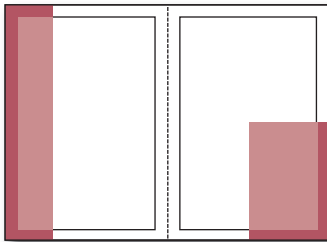
**Bleed difference:**

3 mm on each side.

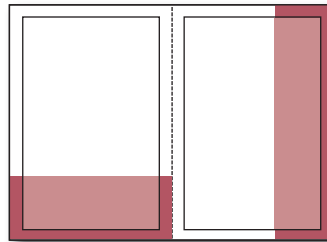
**Digital Data:**

Transmission of the printing data via ISDN or CD-Rom – together with proof or printout. Following data formats are accepted;

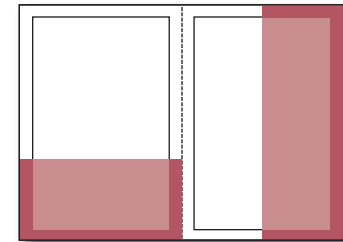
Quark Xpress, Freehand, Illustrator, Pagemaker incl. All pictures, logos, and types, PDF (optimized for printing), eps-, ps- and tiff-files.



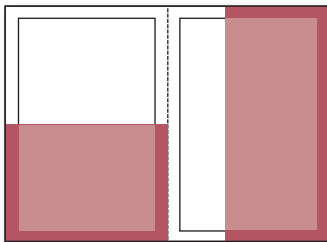
1/4 page 1-column    1/4 page 2-columns



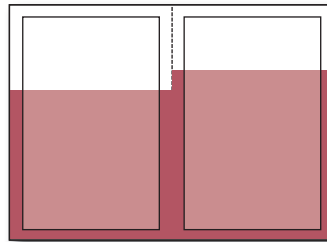
1/4 page 4-columns    1/3 page vertical



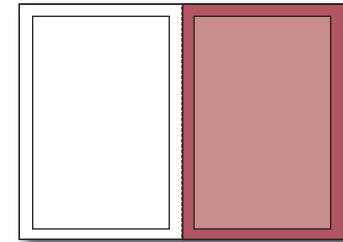
1/3 page horizontal    1/2 page vertical



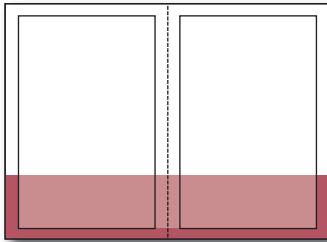
1/2 page horizontal    2/3 page vertical



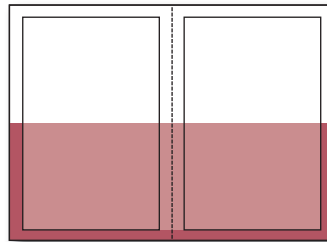
2/3 page horizontal    3/4 page horizontal



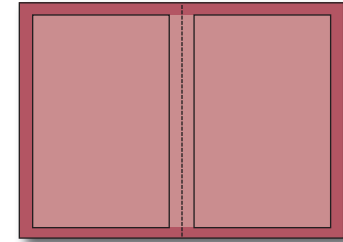
1/1 page



Horizontal spread 2 x 1/4 page



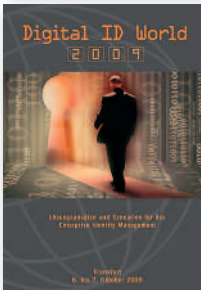
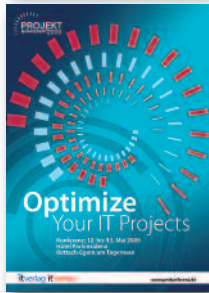
Horizontal spread 2 x 1/2



Horizontal spread 2/1 page

**Bleed**

**Printing space**



	Date	Location
<b>Business Mashups</b>	February 17 <sup>th</sup> – 18 <sup>th</sup>	Munich
<b>it security 2009</b>	April 22 <sup>nd</sup> – 23 <sup>rd</sup>	Munich
<b>Project Management 2009</b>	May 12 <sup>nd</sup> – 13 <sup>th</sup>	Munich
<b>Application Lifecycle Management</b>	May 19 <sup>th</sup> – 20 <sup>th</sup>	Munich
<b>Data Center 2009</b>	June 16 <sup>th</sup> – 17 <sup>th</sup>	Frankfurt
<b>Digital ID World 2009</b>	October 6 <sup>th</sup> – 7 <sup>th</sup>	Frankfurt
<b>Enterprise Intelligence 2009</b>	November 11 <sup>st</sup> – 12 <sup>nd</sup>	Munich
<b>CIO Award &amp; Congress 2009 powered by itmanagement</b>	November 24 <sup>th</sup>	Frankfurt
<b>eBusiness Success</b>	December 2 <sup>nd</sup> – 3 <sup>rd</sup>	Munich

## General Terms and Conditions for Advertisements and Inserts in newspapers and magazines and in all electronic forms

1. The publishing house reserves itself the right to reject or accept orders for advertisements or enclosed inserts because of the content, the origin or technical form. Orders for supplements shall only be binding for the publishing house after a sample of this supplement has been submitted and it has been approved. Supplements that arouse the impression of being a part of the periodical with the reader as a result of their format or make-up or that contain third party advertisements shall not be accepted. The client shall be notified of an order being rejected without delay. The publishing house shall make advertisements that cannot be recognized as such because of their editorial layout clearly recognizable as advertisements with the word "advertisement".
2. The client shall be responsible for delivering the text of the advertisement in due time and the printing documents or supplements being in proper order. The publishing house will request a replacement for printing documents that are recognizably unsuited or damaged. The publishing house shall guarantee the printing quality normal for the attached titles in the framework of the possibilities given by the printing documents. Costs for any abstract, fair drafting, etc. are not included in the prices for advertisements. For failures caused by telephonic transmission as well as for the accuracy of translations the publishing house does assume no liability.
3. Activation of advertisements will be carried out continuous from the next accessible magazine, if no agreement to the contrary has been done. The publishing house reserves the right to delay the publication date due to technical or other causes. The exclusion of competitors is not possible.
4. Advertisements shall be called within one year after concluding a contract. The publishing of the advertisement will be evenly distributed. The abatements performed in the announcement price-list are granted only within one year for published advertisements of the client. The term starts with the appearance of the first advertisement, if not another beginning has been agreed by conclusion of the contract in written form. In case of frequency discount the abatements depends on the amount. In cases of bigger formats conditions differ. If less advertisements have been abate within one year than agreed in the first place, the publishing house has the right to charge the different amount between the guaranteed and the actual abatement.
5. The publishing house takes no responsibility for force majeure, operating malfunctions, strike, etc. According to those cases the acceptance time for advertisements will be extended. To ask for damages will be excluded.
6. The advertising mediators and advertising agencies shall maintain the price list of the publishing house in their quotations, contracts and accounts with the advertisers. The mediating remuneration granted by the publishing house may not be passed onto the client either wholly or partially.
7. The payment needs to be paid within the conditions of the price list. If there is a delay or a respite in payment, interest shall be charged in accordance with our price list and collection costs. The publishing house may set back the further implementation of the current order until payment is made and it may demand advance payment for the remaining advertisements. With bankruptcy the full amount for not yet published advertisements has to be paid immediately in case of §17 Abs.1 KO. The allowed abatement is lost in cases of bankruptcy, compulsory settlement or legal action.
8. The place of performance shall be the principle place of business of the publishing house. The venue shall be the publishing's house principal place of business with civil action in business transactions with merchants, legal entities of public law or with special funds of public law. To the extent that the publishing house's claims cannot be asserted through court proceedings for order to pay debts, the venue shall be determined with non-merchants according to their place of residence. If the client's place of residence or habitual abode, even with non-merchants, is unknown at the point in time when the action is filed or if the client has moved his place of residence or habitual abode from the area of application of the law after concluding the contract, the principal place of business of the publishing house shall be agreed upon as the venue.
9. Following additional agreements are valid:
  - a.) The client shall be responsible for exempting the publishing house from the claims of third parties that arise against it from offenses against statutory provisions, especially against the competition law and the copyright.
  - b.) The publishing house shall not furnish a guarantee if individual supplements are lost on channels of distributions.
  - c.) The publishing house shall only be liable for any errors from telephone communication with intent or gross negligence.
  - d.) Positioning regulations shall only be valid if the publishing house has confirmed them writing.
  - e.) Advertisement and supplement orders have to be cancelled by the advertising deadline. The publishing house may charge the client the setting and production costs incurred.
10. In case that one appointment of this terms and conditions will be or is invalid, the contract and the appointments of this terms and conditions remain valid incidentally.

**Print**  
 Classic advertisements, advertorials  
**itmanagement**  
**itsecurity**  
**itfokus online**



**Special Advertisement Forms:**

- Booklet on Cover
- Specials



**itevents**  
**Events**  
 Modular packages with different levels of sponsoring



**itresearch**  
**Reports**  
 ◦ methods, criteria for evaluation, product comparison

**Strategic Bulletin**  
 ◦ market analysis with case studies and short profile

**Strategic & Technical IT-Know-How**  
**itverlag**

**Direct Marketing**  
 Adress-Leasing on Demand



**Generation of leads**

- ROI Calculator
- Online Surveys
- Newsletter
- eJournals

**itdaily**  
**Online information portal**  
[www.it-daily.net](http://www.it-daily.net)

- Website-Advertising
- Newsletter-Sponsoring



- Business Process Management
- All about S@P
- Business Intelligence & Performance Management
- Software Development



**eJournals**

- DMS-ECM-Portals
- Application Lifecycle
- Business Service Management
- Mobile Solutions

- Customer Relationship
- System- & Infrastructure Management
- Project Management
- eBusiness Success