

itsecurity



Media Kit 2009

- Topics
- Dates
- Prices



itsecurity
Ausgabe 5-2008 September/Oktober € 20,-

- Titel**
Managing Privileged Accounts
Lösungen für Sicherheitsprobleme
- Management**
Risikomanagement
Gefahren frühzeitig erkennen
- Produkt & Praxis**
Eins für alle
Konsistente Verschlüsselung
- Service**
Single Sign-On
Zufriedene Nutzer

Digital ID World
Besuchen Sie die Konferenz!

Expertenrat
„Der Fingerring mit Passwörtern ist bei den wenigsten Unternehmen so wie er sein sollte: komplex und individuell.“

itverlag | 0511 4106-7 | 01 81 2008-2008 | Web Site unter www.digitalsecurity.de



IT Security and the effective protection against threats from the Internet are important for any business.

Itsecurity looks at all these aspects in depth in a strategic and technical way. The magazine points out practical and cost effective solutions.

The topics are for example auditing, penetration test, hacking, Webservices, security management systems, firewalls, IDS/IPS, antivirus programmes, spyware, DoS attacks, PKI, Security Policies, VPN, Kryptographie, Digital Signatures, Biometric, Directories, Identity Management Systems, Smart Cards, Authentication, data security, backup, server, USV, Secure Data Centers etc.

Target groups: IT Security Managers, Chief Security Officers, IT Security Contractors, IT Directors, MIS managers, System and network administrators.

Printed Circulation: 10.000 copies via controlled rotating circulation, subscription, and single copy sales
IVW audited

Geographic Distribution: Germany, Switzerland, Austria

Editor in Chief: Carina Pradler
E-Mail: pradler@it-verlag.de

Issue	Publication Date	Advertising Deadline	Materials Due	Fairs/Events
01/02	12/15/2008	11/24/2008	12/03/2008	
03/04	03/02/2009	02/09/2009	02/16/2009	CeBIT 2009 Hannover
05/06	04/27/2009	04/06/2009	04/13/2009	eProcure 2009 Nuremberg
07/08	06/22/2009	06/01/2009	06/08/2009	
09/10	08/17/2009	07/27/2009	08/03/2009	CRM Expo 2009 Nuremberg
11/12	10/12/2009	09/21/2009	09/28/2009	
01/02	12/14/2009	11/23/2009	11/30/2009	

Media Consultants

Germany

Nicola Guenzel-Peltner
 Rudolf-Diesel-Ring 32
 82054 Sauerlach
 Germany
 Phone: +49 8104 6494 17
 Fax: +49 8104 6494 22
 E-Mail: guenzel-peltner@it-verlag.de
 www.it-daily.net

USA:

Global Ad-Net
 Ed Ware
 PO Box 459
 47 Laurel Street
 Marlborough, NH 03455
 Phone: 603-525-3039
 Fax: 603-525-3028
 E-Mail: ed@globalad-net.com



IT Verlag für
 Informationstechnik GmbH
 Rudolf-Diesel-Ring 32
 82054 Sauerlach
 Germany

POB: 1128
 82050 Sauerlach

Phone: +49 8104 64940
 Fax: +49 8104 649422
 E-Mail: info@it-verlag.de
 www.it-daily.net

Dates & Contacts

Issue

Editorial Calendar

01/02 2009	Cover Story: Encryption Management Main Story: Risk Management Special Story: Anti-Spyware
03/04 2009	Cover Story: Data center Security Main Story: Forensic Toolkits Special Story: Decentralized Security-Infrastructures
05/06 2009	Cover Story: Security Management Consoles Main Story: Intrusion Detection & Prevention Systems Special Story: VoIP: Security potentials
07/08 2009	Cover Story: Risk Management and Security Planning Main Story: Anti-Virus Software Strategies Special Story: Cryptography
09/10 2009	Cover Story: Security Management Main Story: Public Key Infrastructure Special Story: Identity and Access Management Systems
11/12 2009	Cover Story: Spam Filtering Systems Main Story: Tools for Network Diagnosis Special Story: Appliances for Remote System Management
01/02 2010	Cover Story: Open Source Security-Software Main Story: Security Benchmarking Special Story: Simulation of attack scenarios



Changes are subject to request!

Advertisement Formats/Price List

format	Printing space (wide x length in mm)	Bleed (length x wide in mm)	b/w €	4c €
1/1 page	178 x 248	210 x 297	3.700,-	5.260,-
3/4 page	178 x 186	210 x 207	2.775,-	3.945,-
2/3 page vertical	118 x 246	136 x 297	2.500,-	3.540,-
2/3 page horizontal	178 x 170	210 x 191	2.500,-	3.540,-
1/2 page vertical	85 x 248	100 x 297	1.850,-	2.630,-
1/2 page horizontal	178 x 126	210 x 148	1.850,-	2.630,-
1/3 page vertical	56 x 248	72 x 297	1.250,-	1.770,-
1/3 page horizontal	178 x 78	210 x 100	1.250,-	1.770,-
1/4 page 1-column	41 x 248	57 x 297	925,-	1.315,-
1/4 page 2-column	83 x 123	100 x 145	925,-	1.315,-
1/4 page 4-column	178 x 53	210 x 75	925,-	1.315,-
2 x 1/1 page	388 x 248	420 x 297	7.400,-	10.520,-
2 x 1/2 page	388 x 126	420 x 148	3.700,-	5.260,-
2 x 1/3 page	388 x 78	420 x 100	2.500,-	3.540,-

Marketplace/Events

Size 1/8 page costs b/w = € 290,- (standard price). Original as file, 300dpi.

6 advertisements in series = € 1.000,- instead of € 1.700,-

Small Advertisements

6 advertisements in series, format 55 x 50 mm (W x H), € 600,- fixed price.

Other formats on request.

All costs in € and exclusive tax.
Discounts for booking within
12 month.

Discounts

Frequency Discount

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

Volume Discount

2+ pages	10%
4+ pages	15%
6+ pages	20%
9+ pages	25%
12+ pages	30%

Special Positions:

4th cover page (back cover) € 7700,-
2nd and 3rd 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/CD/DVD:

They 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.

Special Advertisements:

Booklets, Specials, supplement, etc. on request.

Technical Data**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.

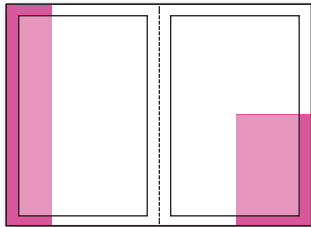
Data and proof required.

Bleed difference:

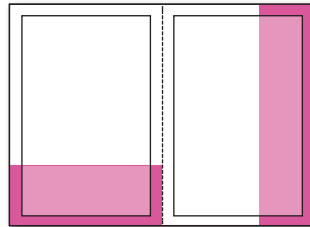
3 mm on each side

Digital Data:

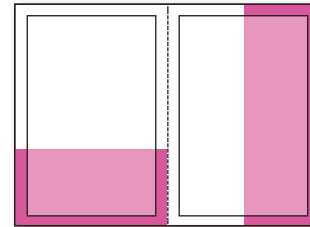
Transmission of the printing data via ISDN or CD-Rom – together with proof or printout. Following data formats are accepted; Quark Xpress, Freehand, Illustrator, Pagemaker incl. All pictures, logos, and types, PDF (optimized for printing), eps-, ps- and tiff-files.



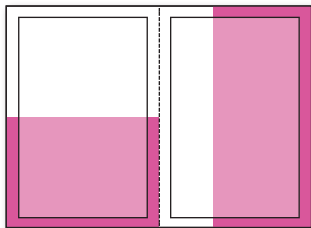
1/4 page 1-column 1/4 page 2-column



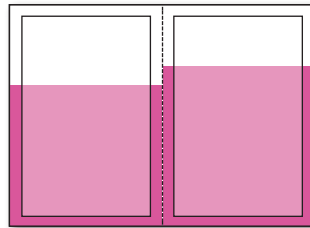
1/4 page 4-column 1/3 page vertical



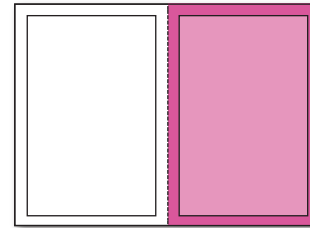
1/3 page horizontal 1/2 page vertical



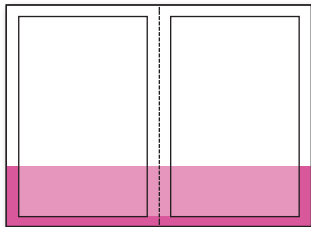
1/2 page horizontal 2/3 page vertical



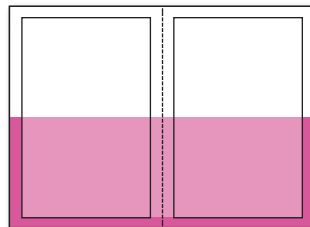
2/3 page horizontal 3/4 page horizontal



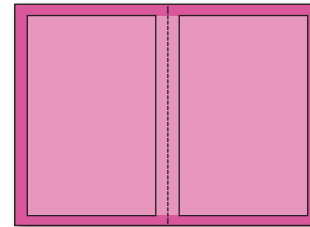
1/1 page



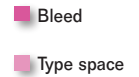
Horizontal spread 2 x 1/4 pages



Horizontal spread 2 x 1/2 pages



Horizontal spread 2/1 pages





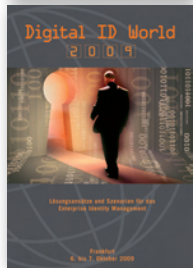
Booklets

This is a new special advertising form on the cover in a postcard format with a high level of awareness to readers. We will cover one topic only on a high information level without any marketing inside. The theme will be presented on 16 pages and is attached with a glue dot



Online-Advertisements

You will find all data concerning online-advertisements in our Media Kit [itdaily](#) or at www.it-daily.net.




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

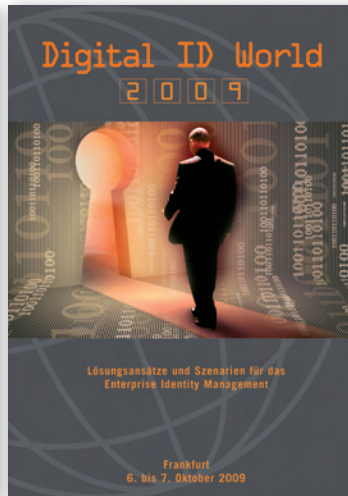
Changes are subject to request!

Events related to the security-topic

As every year we are planning special events regarding the topic of IT Security. Following events are coming up:



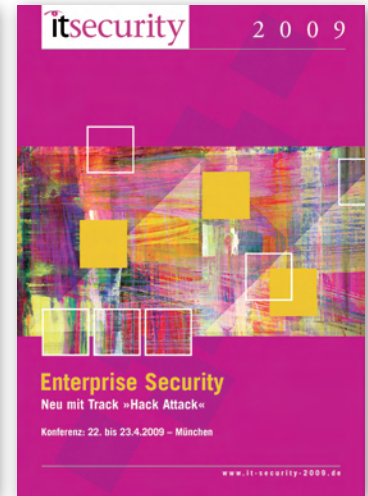
Project Management



Digital ID World



Data Center



Enterprise Security

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 abatements 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:

- o Booklet on Cover
- o Specials



itevents
Events
Modular packages with different levels of sponsoring



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

Direct Marketing
Adress-Leasing on Demand



itresearch
Reports

- o methods, criteria for evaluation, product comparison

Strategic Bulletin

- o market analysis with case studies and short profile

itdaily

Online information portal
www.it-daily.net

- o Website-Advertising
- o Newsletter-Sponsoring

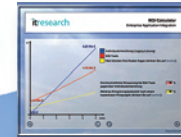


- o Business Process Management
- o All about S@P
- o Business Intelligence & Performance Management
- o Software Development



eJournals

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



Generation of leads

- o ROI Calculator
- o Online Surveys
- o Newsletter
- o eJournals

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