

# Media Kit 2012



LAC/2011



Total Audience: 63.000 readers per issue

itverlag

itmanagement

itdaily – the Online-Platform

itsecurity



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Informationstechnik GmbH**

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**www.it-verlag.de  
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## International

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**Mission Statement:**

itmanagement informs on strategic management of information and helps optimize the decision and product investigation process. it management consistently strives to meet its 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
- itfokus
- itsecurity

**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.

**Intended Printed Circulation:** 15.000 copies (publishers indication)

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

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

**Frequency:** monthly with two double issues (10 issues in 2011)

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

On request:  
Booklet as ad  
special

### 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 delivers 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 proposal how to optimize the action steps.

### IT-Technology

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

### IT-Infrastructure

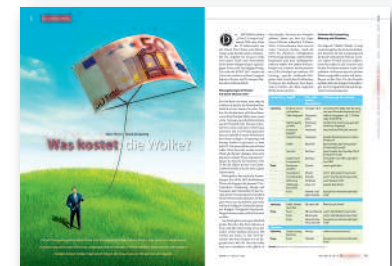
In this category we will discuss technologies based on IT-Services (hard as well as software). In addition to this we will describe base technologies and standards. All articles are focused on solutions and will not be product specific.

### it fokus

addresses the technical information management. This targetgroup is responsible for the operative Business.

### it security

is a supplement addressing the technical and strategic topics of IT.



**itmanagement** 13.000 readers (21,3% of total readership) are IT board members and decisionmakers.

Best CPM

Highest rate of CIOs

	Reach K	Price EUR	CPM EUR	Quote of Readers %	Index of Affinity
• it management	13	6,340	471.36	21.3	945
• is report	9	5,500	589.79	20.4	907
• IT Director	10	10,050	1,045.95	18.4	817
• CIO	10	11,580	1,203.74	15.8	702
• IT Mittelstand	8	11,050	1,307.85	11.0	488
• Business & IT	11	9,400	879.92	10.6	472
• LANline	9	7,950	863.98	9.8	434

**itmanagement** asserts oneself excellent in the competitive environment:

- Best CPM-Value!
- Excellent range of readership

**Conclusion:**

IT decision makers read **itmanagement**!

**LAC/2011**

Source: LAC/2011 ICT decision makers with direct functions in IT areas like management, CIO, chief IT/TC

**itmanagement** is the first choice of IT decision makers in medium-sized and large-scale enterprises. That's the conclusion of LAC 2011 (Computer Press reader analysis). Surprisingly, in relation to its circulation it management has the most IT decision-makers amongst its readership – and that for best conditions.

Issue	Feature	Publication Date	Advertising-Deadline	Materials Due	Fairs/Events
01/02-2012	<b>Service Oriented Business</b> <b>Business Intelligence</b> <b>Cloud Computing</b> <b>Automation of Business Processes</b> itfokus Software Development	01/26/2012	01/12/2012	01/16/2012	<b>Corporate Social Media</b> 02/07/2012 <b>Service &amp; System Management Symposium</b> 02/15 to 02/16/2012
03-2012	<b>Data Center: Infrastructure Virtualization, Network Solutions</b> <b>System and Service Management</b> <b>SAP Partner Solutions</b> Special: itsecurity	02/27/2012	02/13/2012	02/16/2012	<b>CeBIT 2012</b> 03/06 to 03/10/2012 <b>ERP Symposium</b> 03/27/2012
04-2012	<b>License Management</b> <b>Business Process Management</b> <b>Data Quality</b> <b>SaaS</b> <b>Project Management</b> itfokus Business Solutions	03/30/2012	03/16/2012	03/20/2012	<b>it security 2012</b> 04/24 to 04/25/2012
05-2012	<b>High Availability</b> <b>SAP Business by Design</b> <b>Data Analysis</b> <b>Controlling</b> <b>Print Solutions, Business Printing</b> Special: itsecurity	04/30/2012	04/16/2012	04/19/2012	<b>Project Management</b> 05/08 to 05/09/2012 <b>eProcure &amp; Supply</b> May 2012
06-2012	<b>ERP</b> <b>Data Management</b> <b>Unified Communications, VoIP</b> <b>System and Service Management</b> <b>System Integration</b> itfokus Migration & Integration	05/31/2012	05/14/2012	05/21/2012	<b>ERP Tage Aachen</b> 06/12 to 06/14/2012

Permanent topics: Cloud Computing, Automation of IT processes, Project Management, Infrastructure Solutions

Issue	Feature	Publication Date	Advertising-Deadline	Materials Due	Fairs/Events
07-08-2012	<b>Desktop Virtualization</b> <b>Automation of Business Processes</b> <b>Storage, Server</b> <b>Mobile Business</b> <b>SAP Partner Solutions</b> Special: <b>itsecurity</b>	06/29/2012	06/14/2012	08/18/2012	<b>Security Fair</b> 07/04 to 07/05/2012
09-2012	<b>Cloud Computing</b> <b>ERP • SaaS</b> <b>Server-Virtualization</b> <b>Business Performance Management</b> itfokus ULDB	08/28/2012	08/13/2012	08/17/2012	<b>Security Essen</b> 09/25 to 09/28/2012 <b>Cloud &amp; Virtualization</b> 09/10/2012
10-2012	<b>Data-Analysis</b> <b>CRM • Controlling</b> <b>Project Management</b> <b>Infrastructure Management</b> <b>Document Management, ECM</b> Special: <b>itsecurity</b>	09/28/2012	09/12/2012	09/17/2012	<b>CRM Expo 2012</b> 10/05 to 10/06/2012 it-sa 10/16 to 10/18/2012 <b>DMS Expo/IT &amp; Business</b> 10/23 to 10/25/2012
11-2012	<b>Data Center: Storage, Virtualization, USV</b> <b>Network Solutions</b> <b>Enterprise Intelligence</b> <b>Print Solutions, Business Printing</b> itfokus ALM	10/29/2012	10/12/2012	10/17/2012	
12-2012	<b>Communication Solutions:</b> <b>VoIP, Mobile Business</b> <b>Business Process Management</b> <b>System and Service Management</b> Special: <b>itsecurity</b>	11/29/2012	11/13/2012	11/16/2012	
01/02-2013	<b>SAP Partner Solutions</b> <b>Automation of Business Processes</b> <b>Business Intelligence/Performance Management</b> itfokus Software Development	01/31/2013	01/16/2013	01/18/2013	

Permanent topics: Cloud Computing, Automation of IT processes, Project Management, Infrastructure Solutions

## 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	358 x 246	420 x 297	8.100,-	12.680,-
1/1 page	163 x 246	210 x 297	4.050,-	6.340,-
Junior page	107 x 163	150 x 212	3.340,-	5.230,-
2/3 page vertical	107 x 246	136 x 297	2.970,-	4.650,-
2/3 page horizontal	163 x 170	210 x 191	2.970,-	4.650,-
1/2 page vertical	85 x 246	100 x 297	2.025,-	3.170,-
1/2 page horizontal	163 x 126	210 x 148	2.025,-	3.170,-
1/3 page vertical	56 x 246	72 x 297	1.485,-	2.325,-
1/3 page horizontal	163 x 78	210 x 100	1.485,-	2.325,-
2 x 1/3 page horizontal spread	2 x 163 x 78	2 x 210 x 100	3.780,-	4.950,-
1/4 page vertical	85 x 123	100 x 145	1.012,-	1.585,-
1/4 page horizontal	163 x 53	210 x 75	1.012,-	1.585,-

## Special Advertising Formats

### Provider Register according to Solutions

Adress and 400 signs text 1.250,- € per entry in 10 issues

### Combination Entry: Print und Newsletter

Adress and 400 signs text 1.950,- € per entry in 10 issues and 1 x Newsletter TextAd

### Job advertisements

Discount 50%

## Discounts

### Frequency Discount

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

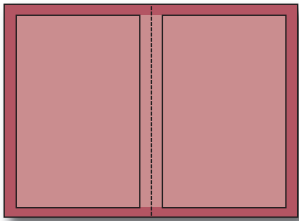
### Volume Discount

2+ pages	10%
4+ pages	15%
6+ pages	20%
9+ pages	25%
12+ pages	27,5%
15+ pages	30%

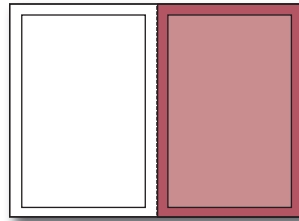
### Employment Ads

Discount	50%
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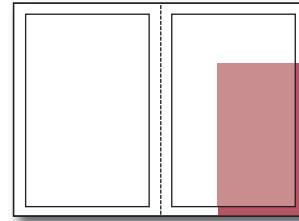
Other formats on request.  
All prices in € and exclusive tax.  
Discounts for booking within  
12 months.



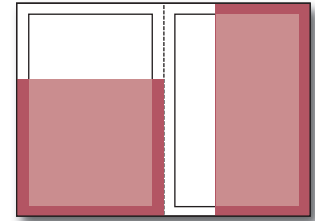
2/1 page horizontal spread



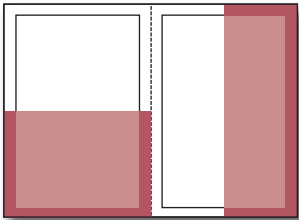
1/1 page



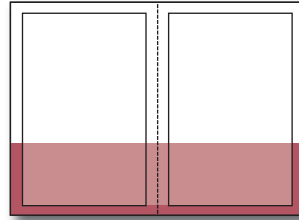
Junior page



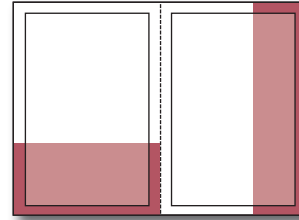
2/3 page horizontal 2/3 page vertical



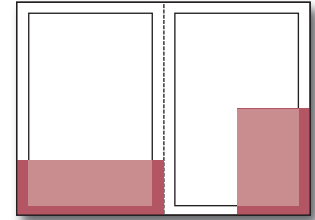
1/2 page horizontal 1/2 page vertical



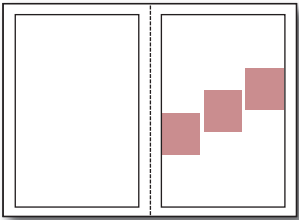
2 x 1/3 page horizontal spread



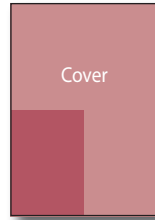
1/3 page horizontal 1/3 page vertical



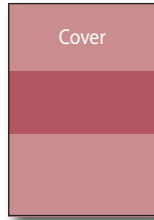
1/4 page horizontal 1/4 page



Stairs



Booklet



Banderole



Bleed



Printing space

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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, Supplements, Bookmark, Banderole, CD, 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.

ISDN (Leonardo Pro): 08671-5065-44.

E-Mail: [mail@geiselberger.de](mailto:mail@geiselberger.de)

or CD-ROM to:

Druckerei Geiselberger GmbH, Mrs. Dominique Alscher,

Martin Moser-Str. 23, D-84503 Altoetting



Several Times throughout the year the it verlag arranges two-day events respectively conferences concerning topical subjects of the IT-sector. Thereby the Events are covering areas like it-security, strategies for Project Management or solutions for Identity Management.

Producers and attendants do have the possibility for a direct exchange with customers as well as with producers. They are able to discuss solutions and strategies during the recital and panel discussions or during the evening dinner.

Furthermore, the it verlag awarded once a year the it security Award and the CIO Award. Applicants will be judged by a qualified jury. Closing Dates for Applications and further information can be found on [www.it-daily.net](http://www.it-daily.net)

	<b>Date</b>	<b>Location</b>
<b>Digital ID World 2012</b>	January 26 <sup>th</sup>	Offenbach
<b>Corporate Social Media 2012</b>	February 7 <sup>th</sup> to 8 <sup>th</sup>	Munich
<b>System &amp; Service Management Symposium 2012</b>	February 15 <sup>th</sup> to 16 <sup>th</sup>	Munich
<b>ERP Symposium 2012</b>	March 27 <sup>th</sup>	Munich
<b>IT Security 2012</b>	April 24 <sup>th</sup> to 25 <sup>th</sup>	Munich
<b>Project Management 2012</b>	May 8 <sup>h</sup> to 9 <sup>th</sup>	Munich
<b>Cloud Computing 2012</b>	October 9 <sup>th</sup>	Munich
<b>Enterprise Intelligence 2012</b>	October 10 <sup>th</sup>	Munich

Exposes on request.

## Advertising Options

### Website

	Format	Price in € per week
Fullsize Banner (rotating)	468 x 60	130,-
Leaderboard/Super-Banner	728 x 90	170,-
Rectangle/MPU/Content Ad	300 x 250	170,-
Skyscraper (rotating)	160 x 600	160,-
Hockeystick	728 x 90 plus 160 x 600	190,-
Wallpaper	the same as Hockeystick plus Background colour	250,-

Other formats on request.

Please send Online-Advertising Material to:

**E-Mail: [keller-maiwald@it-verlag.de](mailto:keller-maiwald@it-verlag.de)**

or

**E-Mail: [reetz@it-verlag.de](mailto:reetz@it-verlag.de)**

or

**E-Mail: [s.parthier@it-verlag.de](mailto:s.parthier@it-verlag.de)**

## Newsletter

### Newsletter-Sponsoring

- itmanagement** circulation approx. 21.000 each with the 1<sup>st</sup> Tuesday of a month
- itfokus** circulation approx. 20.000 each with the 2<sup>nd</sup> Tuesday of a month
- itsecurity** circulation approx. 10.000 each with the 3<sup>rd</sup> Tuesday of a month

Estate: October 2011

	Format	Prize in € per mailing
TextAd	400 signs incl. Link	50,- CPT
Fullsize Banner	468 x 60	50,- CPT
Featured Link	100 signs incl. Link	30,- CPT

### Customized Newsletter (HTML)

Price inclusive graphic design and consignment € 3.800,- plus € 50,- CPT.

### itresearch Competitive Analysis

- profile of unique selling points
- magic chart
- IT lifecycle chart

Price: € 7.500,-

## Customized eJournals

are modern types of communication with the customer, which interconnect the advantages of print and online. it management produces a customized eJournal, which identifies as a neutral, high-value editorial (with regards to content) source of information.

Webcasts or webinars, podcasts, videostreams, quotes and analyst's reports, ROI calculators, whitepaper, case studies, demo version or presentations can be embedded within the Customized eJournal.

For a more impressive and lasting perception the eJournal is in so far as reach and leadgeneration is concerned a well-defined winner.

A multiple address across different channels and parameters secures the manifold address and attention of the customer.

**Price: approx. € 12.500,-**

**Special-Advertisements:** on request!

Our general terms and conditions need to be applied.

## **Leadgeneration**

### **Online Survey**

Max. 15 questions, Duration 4 weeks, cost per survey inclusive reporting and interpretation.

PDF for the Website of the client. Price: € 4.900,-.

### **ROI-Calculator**

Max. 15 parameters, interactive software (Macromedia Dreamweaver) for the online-calculation of investment plans.

Price: € 4.900,- (in cases of more than 15 parameters: € 7.500,- incl. eMailing and Reporting.)

### **Voting-Function**

Short-term trend-barometer to current events.

Price: € 1.000,-, Duration: 4 weeks on the front page.

### **Job opportunity**

(Logo in the footer with a linking to the employment offer of the respective company)

Price: € 1.000,-, Duration: 4 weeks on the front page.

### **Downloadcenter**

Download of full-, demo-, time- or function limited versions (link to your Website) and White Paper.

Price per Link: € 500,- (Duration 4 weeks)

## Webcasts

Inform your customer via internet – live and interactive, or on demand. Webcasts are an excellent way to convince your target group of your competence. it daily supports you to distribute your webcasts among IT decision-makers of enterprises and authorities.

**Aims:** showing competence in products and solutions  
lead generation  
increase brand awareness

### Live Webcasts (Webinare)

During a Live Webcast you are directly in contact via internet with participants. They are able to see your photograph, your logo and your presentation. You can promote the direct feedback of the audience and increase their attention by numerous functions like short surveys, video clips or interposed questions of participants. A Live Webcast also can be broadcasted as an interview with the chief editor of it management.

### On Demand Webcasts

On Demand Webcasts can be retrieved by professionals and specialists every time. They have the advantage that you can watch the webcast, as soon as you are looking for exactly the information the Webcast offers. On Demand Webcasts are suitable for

- records of Live Webcasts
- product training
- showing solutions and expert knowledge (e.g. as a Studio Webcast)

### Studio-Webcasts

With a Studio Webcast you can convince your targeted audience of your expert knowledge and the quality of your products and solutions most easily. Together we optimize your presentation for the webcast and arrange everything for your recording in the studio. Afterwards we publish it as an On Demand Webcast at it-daily.net and promote it

### Konferenz-Webcasts

You are a speaker at a conference? We can record your lecture live and provide it as an On Demand Webcast. The audience can see your presentation on one window and on another one they can see the speaker.

	Live Webcast	Studio Webcast	On Demand Webcast	Conference Webcast
<b>Key figures</b>	<ul style="list-style-type: none"> <li>● Duration of Webcasts: maximum 1 hour, plus 15 minutes sound check before</li> <li>● encouragement of participants: 4 weeks before</li> <li>● further lead generation with On Demand Webcast: 4 weeks</li> </ul>	<ul style="list-style-type: none"> <li>● Duration of the Webcast: maximum 1 hour</li> </ul>	<ul style="list-style-type: none"> <li>● requirement: On Demand Webcast is available</li> </ul>	<ul style="list-style-type: none"> <li>● requirement: participation in one of the events of it verlag</li> </ul>
<b>Encouragement of participants / lead generation</b>	<ul style="list-style-type: none"> <li>● banner advertisement</li> <li>● banner design</li> <li>● text ad in the newsletter</li> <li>● e-mail to registered user with compatible profile</li> <li>● follow up mail with short summary of the Webcast</li> <li>● editorial reporting about the lecture incl. webtip</li> </ul>	<ul style="list-style-type: none"> <li>● Webcast on it-daily.net with screenshot, title, abstract and the speaker's names</li> <li>● banner advertisement</li> <li>● text ad in the newsletter</li> <li>● e-mail to registered user with compatible profile (max. 2000)</li> <li>● banner design</li> <li>● editorial reporting about the lecture incl. webtip</li> </ul>	<ul style="list-style-type: none"> <li>● Webcast on it-daily.net with screenshot, title, abstract and the speaker's names</li> <li>● banner advertisement</li> <li>● text ad in the newsletter</li> <li>● e-mail to registered user with compatible profile (max. 2000)</li> <li>● banner design</li> <li>● editorial reporting about the lecture incl. webtip</li> </ul>	<ul style="list-style-type: none"> <li>● Webcast on it-daily.net with screenshot, title, abstract and the speaker's names</li> <li>● text ad in the newsletter</li> <li>● editorial reporting about the lecture incl. webtip</li> </ul>

	Live Webcast	Studio Webcast	On Demand Webcast	Conference Webcast
<b>Realization</b>	<ul style="list-style-type: none"> <li>● briefing</li> <li>● introduction, presentation of topic and speaker</li> <li>● embedding of surveys and their immediate interpretation</li> <li>● moderation and final discussion</li> <li>● recording and provision of the material as On Demand Webcast</li> <li>● YouTube teaser (3 to 5 minutes)</li> <li>● reporting</li> </ul>	<ul style="list-style-type: none"> <li>● optimization and presentation for recording</li> <li>● training of speakers and moderators, styling</li> <li>● recording</li> <li>● composing of presentation and speaker</li> <li>● post-production</li> <li>● hosting for 6 months</li> <li>● YouTube teaser (3 to 5 minutes)</li> <li>● reporting</li> </ul>	<ul style="list-style-type: none"> <li>● hosting for 6 months</li> <li>● reporting</li> </ul>	<ul style="list-style-type: none"> <li>● recording</li> <li>● composing of presentation and speaker</li> <li>● post-production</li> <li>● hosting for 6 months</li> <li>● YouTube teaser (3 to 5 minutes)</li> <li>● reporting</li> </ul>
<b>Price</b>	<b>8.900,00 €</b>	<b>7.900,00 €</b>	<b>5.900,00 €</b>	<b>3.900,00 €</b>

### **itmanagement Webcast Special**

- advertising of a Live Webcast in our magazine it management 1/1 4c
- draft of a print ad
- Live Webcast (see above)
- editorial reporting about the Webcast in our magazine it management

**11.900,00 €**

## Your aims – our media assets

it verlag offers tailored and targeted media solutions with a high reach and in proven quality (IVW) for your branding and your lead generation. You can benefit of our large portfolio of cross media formats. It's in the mix – test our abilities. Your contact: Ulrich Parthier, [u.parthier@it-verlag.de](mailto:u.parthier@it-verlag.de); Carmen Keller-Maiwald: [keller-maiwald@it-verlag.de](mailto:keller-maiwald@it-verlag.de); Karen Reetz: [reetz@it-verlag.de](mailto:reetz@it-verlag.de)

### Advertising formats & Services

Your Communication Target	Online							Print					Event	Service		
	Classical Online Advertising (Banner) on our Website	Newsletter Advertising/ Customized Newsletter	Content-Sponsoring (Advertorials)	Webcast on Demand (Studio)	Live Webcast	IT-TV (Studio)	Advertising	Whitepaper (Registration)	Editorial Part	Specials	Advertorial	Inserts (Enclosed and Bound)	Special formats of Advertising	Event-Sponsoring	Corporate Event	Custom-made Packages
Image/Brand-Awareness	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
Product, Solution and Service Competence			+	+	+	+	+	+	+	+	+	+	+	+	+	+
Face-to-Face Contact with Costumer													+	+		
Qualified Lead Generation	+	+		+	+	+		+					+	+	+	+
High Reach	+	+	+	+	+	+	+	+	+	+	+			+	+	

+ well suitable

⊕ best suitable

## 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.

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Classical Advertisements, Advertorials

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**Special Advertisement Forms**

- Booklet on Cover
- Specials
- Bookmark



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Modular packages with different levels of sponsoring



**Direct Marketing**  
Adress-Leasing on Demand



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

**itdaily**

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

- Website-Advertising
- Newsletter-Sponsoring



**Customized eJournals**

**itresearch**

**Reports**

- methods, criteria for evaluation, product comparison

**Strategic Bulletins**

- market analysis with case studies and short profile



**Generation of leads**

- ROI Calculator
- Online Surveys
- Newsletter
- Webcasts (Live/on demand)
- IT-TV

