

Media Kit 2010



itmanagement

itdaily – the Online Platform

itverlag LAC/2008





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www.it-daily.net

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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 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

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 2009)
Printed Circulation may be subject to fluctuations. Information about the ongoing circulation, changes concerning topics or rotation are available at our Media Consultants.

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

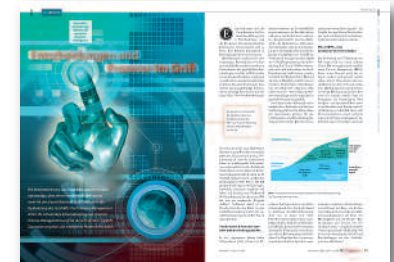
In this category we talk about concepts, processes, methodologies, life cycles and the internal structure of an IT-Organization. We do this from the view of a controller or auditor whose task is to ask critical questions. Further on we want to give proposal how to optimize the action steps.

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.



itmanagement -readers decide about the investments

	Scope of reach in %	Costs in EUR	TKP in EUR	Zus. in %	Affinity index
Total	100,0			1,7	100
• IT Management	1,5	6.340	638,95	22,3	1.344
• 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.

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

Issue	Feature	Publication Date	Advertising-Deadline	Materials Due	Fairs/Events
01/02-2010	SAP Integration Service-oriented Business Automation of Business Processes Application Lifecycle Management	01/27/2010	01/13/2010	01/18/2010	
03-2010	Data Center: Storage, Virtualization and Security ERP, EAI Business Intelligence Business Performance Management	02/22/2010	02/05/2010	02/09/2010	Service-Oriented Business 2010 CeBIT 2010 TOP Soft Bern 2010
04-2010	Data Quality Infrastructure Management SOA SaaS Cloud Computing	03/31/2010	03/16/2010	03/22/2010	it security 2010 eProcure & Supply 2010
05-2010	IT-Service-, IT-Security-, Backup- Management Project Management Controlling Data Analysis Business Intelligence	04/27/2010	04/13/2010	04/16/2010	Cross con, ICT Wien 2010 ORBIT Zürich 2010 Project Management 2010
06-2010	Data Management Unified Communications Business Process Management System Integration	05/27/2010	05/11/2010	05/17/2010	
07/08-2010	Desktop-Virtualization Automation of Business Processes Service-oriented Business	06/29/2010	06/10/2010	06/16/2010	Security Fair 2010

Issue	Feature	Publication Date	Advertising-Deadline	Materials Due	Fairs/Events
09-2010	ERP, EAI DMS – ECM – Portals Business Performance Management Server-Virtualization	08/30/2010	08/11/2010	08/17/2010	DMS Expo 2010 Digital ID World 2010
10-2010	SaaS CRM Data-Analysis Controlling Project Management Infrastructure Management	09/29/2010	09/14/2010	09/17/2010	CRM Expo 2010 IT & Business 2010 Discuss & Discover 2010 Security Essen 2010
11-2010	Enterprise Intelligence Data Center: Storage, Virtualization, Disaster Recovery, Business Continuity and High Availability	10/27/2010	10/13/2010	10/18/2010	
12-2010	Communication Solutions VoIP, Mobile Solutions Document Management IT Service Management	11/25/2010	11/10/2010	11/15/2010	
01/02-2011	SAP-Integration Service-oriented Business Automation of Business Processes Cloud Computing	01/27/2011	01/13/2011	01/17/2011	

Changes are subject to request!

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

Discounts

Frequency Discount

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

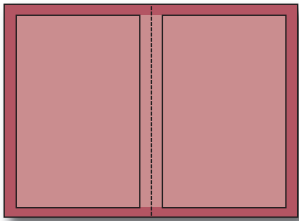
Volume Discount

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

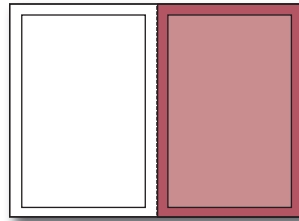
Employment Ads

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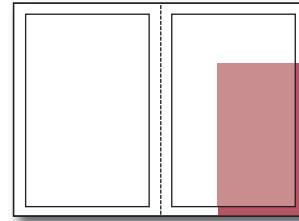
Other formats on request.
All prices in € and exclusive tax.
Discounts for booking within
12 months.



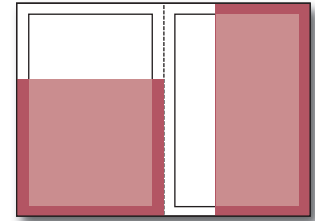
2/1 page horizontal spread



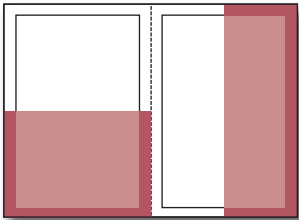
1/1 page



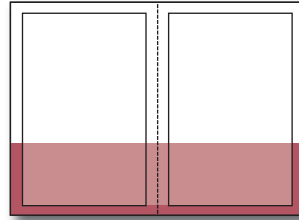
Junior page



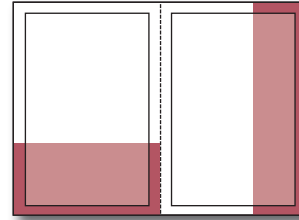
2/3 page horizontal 2/3 page vertical



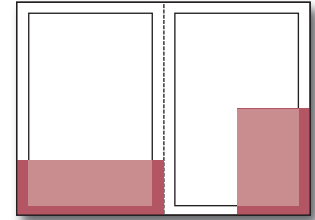
1/2 page horizontal 1/2 page vertical



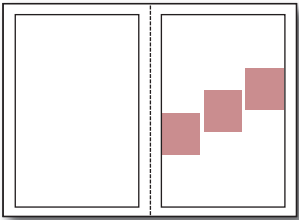
2 x 1/3 page horizontal spread



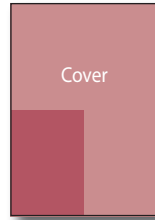
1/3 page horizontal 1/3 page vertical



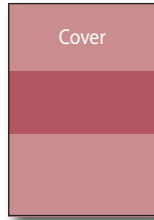
1/4 page horizontal 1/4 page



Stairs



Booklet



Banderole



Bleed



Printing space

Other Advertising Possibilities

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:

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.

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.

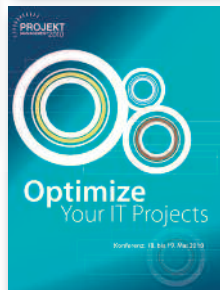
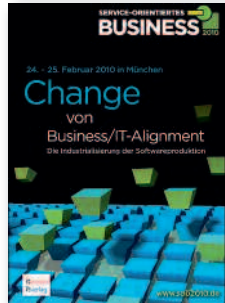
ISDN (Leonardo Pro): 08671-5065-44.

E-Mail: mail@geiselberger.de

or CD-ROM to:

Druckerei Geiselberger GmbH, Mr. Michael Goetz,

Martin Moser-Str. 23, 84503 Altoetting



itevents

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

	Date	Location
Service-Oriented Business 2010	February 24 th bis 25 th	Aschheim/Munich
it security 2010	April 20 th bis 21 st	Unterhaching/Munich
Project Management 2010	May 18 th bis 19 th	Munich
Digital ID World 2010	September 29 th bis 30 th	Frankfurt
CIO Award & Kongress 2010	October 12 nd	Frankfurt

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

or

E-Mail: reetz@it-verlag.de

Newsletter

Newsletter-Sponsoring

- itmanagement** circulation approx. 26.500 each with the 1st Tuesday of a month
- itfokus** circulation approx. 27.500 each with the 2nd Tuesday of a month
- itsecurity** circulation approx. 10.000 each with the 3rd Tuesday of a month

Estate: October 2009

	Format	Prize in € per mailing
TextAd	400 signs incl. Link	45,- TKP
Fullsize Banner	468 x 60	45,- TKP
Featured Link	100 signs incl. Link	30,- TKP

Customized Newsletter (HTML)

Price inclusive graphic design and consignment € 2.500,- fix plus € 45,- TKP. Least contract price € 3.500,-

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.

Banner, Podcasts, ROI Calculators, Videos, White Papers, Case Studies, Demoversions or/and Powerpoint 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.

Costs are depending on the volume; starting at € 9.900,- to € 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)

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
Classical Advertisements, Advertorials

itmanagement
itsecurity



Special Advertisement Forms

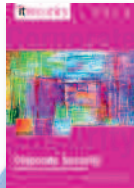
- Booklet on Cover
- Specials
- Bookmark



itevents

Events

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

- 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

