

Media Kit 2010

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- Prices

itsecurity

itdaily – the Online Platform



National

Media Consultants

Karen Reetz
Media Consultant
Rudolf-Diesel-Ring 32
82054 Sauerlach
Home Office: +49 8121 9775 94
Mobile: +49 172 5994 391
German Postal Code: 0, 1, 2, 8, 9, A, GB
E-Mail: reetz@it-verlag.de

Carmen Keller-Maiwald
Media Consultant
Rudolf-Diesel-Ring 32
82054 Sauerlach
Home Office: +49 8392 9342 42
Mobile: +49 172 8965 439
German Postal Code: 3, 4, 5, 6, 7, CH
E-Mail: keller-maiwald@it-verlag.de

Publisher

Editor in chief:

Ulrich Parthier
u.parthier@it-verlag.de
+49 8104 6494 14

International

Media Consultant USA:

Global Ad-Net
Mr. Ed Ware
PO Box 459
47 Laurel Street
Marlborough, NH0345
Tel.: +1 603-525-3039
Fax. +1 603-525-3028
E-Mail: ed@globalad-net.com



**IT Verlag fuer
Informationstechnik GmbH**
Rudolf-Diesel-Ring 32
82054 Sauerlach
Postfach 1128
82050 Sauerlach
phone: +49 8104 6494 0
fax: +49 8104 6494 22
www.it-verlag.de
www.it-daily.net



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 tests, hacking, Webservices, security management systems, firewalls, IDS/IPS, antivirus programs, spyware, DoS attacks, PKI, Security Policies, VPN, Cryptography, 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, etc.

Intended printed circulation: 10.000 copies (publishers indication)

Distribution: Germany, Austria, Switzerland

Editor in Chief: Ulrich Parthier
E-Mail: u.parthier@it-verlag.de

Issue	Features	Publication Date	Advertising Date	Materials Due	Fairs/Events
1-2010 January/February	Spam-Filter-Systems Security Appliances Business Continuity	12/15/2009	11/24/2009	12/03/2009	
2-2010 March/April	Internet-Security Biometric-Systems Data Loss Prevention	02/26/2010	02/08/2010	02/12/2010	CeBIT 2010
3-2010 May/June	Security Infrastructure Mobile Security Risk Management	04/16/2010	03/26/2010	04/08/2010	it security 2010
4-2010 July/August	VoIP-Risk-Potential Cryptography Antivirus Protection Software	06/28/2010	06/07/2010	06/18/2010	Security Fair 2010
5-2010 September/October	Identity and Access-Management Data Center Security Access Control Systems	09/24/2010	09/03/2010	09/17/2010	Digital ID World 2010
6-2010 November/December	Anti-Spyware Forensic Toolkits Network-Security	12/03/2010	11/19/2010	11/26/2010	
1-2011 January/February	Solutions for Authentication Security Management Simulation of an Attack Scenario	02/18/2011	02/07/2011	02/11/2011	CeBIT 2011

Changes are subject to request!

Advertising Formats/Price List

Format	Printing Space (wide x length in mm)	Bleed (wide x length in mm)	b/w €	4 c €
2 x 1/1 page	387 x 246	420 x 297	7.400,-	10.520,-
1/1 page	177 x 246	210 x 297	3.700,-	5.260,-
Junior page	117 x 177	150 x 212	2.775,-	3.945,-
2/3 page vertical	117 x 246	136 x 297	2.500,-	3.540,-
2/3 page horizontal	177 x 170	210 x 191	2.500,-	3.540,-
1/2 page vertical	85 x 246	100 x 297	1.850,-	2.630,-
1/2 page horizontal	177 x 126	210 x 148	1.850,-	2.630,-
2 x 1/3 page horizontal spread	387 x 78	420 x 100	2.500,-	3.540,-
1/3 page vertical	56 x 246	72 x 297	1.250,-	1.770,-
1/3 page horizontal	177 x 78	210 x 100	1.250,-	1.770,-
1/4 page vertical	83 x 123	100 x 145	925,-	1.315,-
1/4 page horizontal	177 x 53	210 x 75	925,-	1.315,-

Marketplace/Events

Size 1/8 page costs b/w = € 290,- (standard price). Original as File, 300dpi.
6 advertisements in series = € 1.000,- instead of 1740,- (AE possible).

Small Advertisements

6 advertisements in series, format 55 x 60 mm (W x H), € 600,- fixed price.

Other formats on request.

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

Discounts

Frequency Discounts

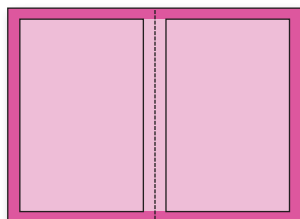
3+ advertisements	5%
6+ advertisements	10%
9+ advertisements	15%
12+ advertisements	20%

Volume Discounts

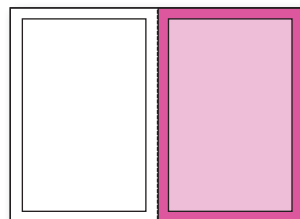
2+ pages	10%
4+ pages	15%
6+ pages	20%
9+ pages	25%
12+ pages	27,5%

Employment Ads

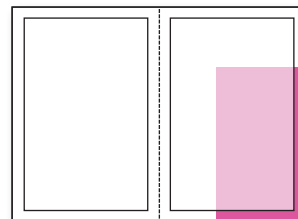
Discount	50%
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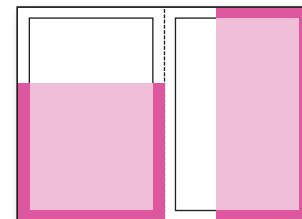
2/1 page horizontal spread



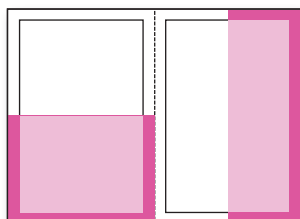
1/1 page



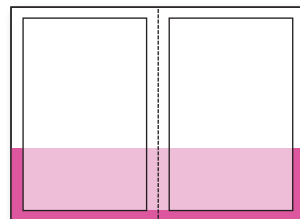
Junior page



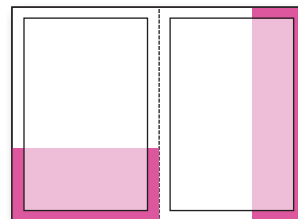
2/3 page vertical 2/3 page horizontal



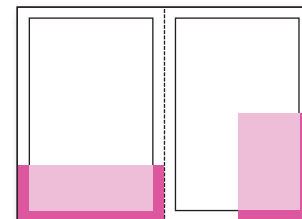
1/2 page horizontal 1/2 page vertical



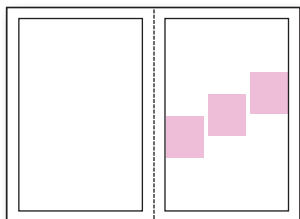
2 x 1/3 page horizontal spread



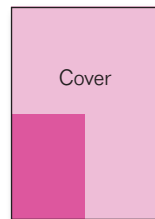
1/3 page horizontal 1/3 page vertical



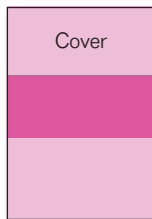
1/4 page horizontal 1/4 page



Stairs



Booklet



Banderole



Special Positions:

4th cover page (back cover)	€ 6.600,-
2nd and 3rd cover page	€ 5.900,-

Enclosed Inserts:

Costs for booking a full circulation per thousand up to 25g weight € 245,- (incl. postage), up to 50g weight € 275,-. Enclosed inserts must suite for mechanical processing. Maximum weight is 50g. Booking of part of the inserts is possible with a surcharge of 10 %.

Bound Inserts:

4 pages per thousand	€ 365,-
8 pages per thousand	€ 445,-

Other sizes on request.

Postcards/CD/DVD:

They can only be booked in combination with a full page advertisements. The costs per thousand are € 145,- inclusive postage. There is no discount for booking of enclosed inserts, bound inserts or postcards. The costs are exclusive sales tax. In case of placing of orders we will need five examples concerning size and weight in advance.

Employment Ads:

Prices are according to the price list.

Special Advertisements:

Booklets, specials, supplements, bookmarks, banderole, CDs on request.

Technical Data**Size of magazine:**

210 x 297 mm (DIN A4)

Printing process:

Cover: sheet offset
Inner part: sheet offset with saddle stitching.
Attention: CTP-printing process!

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:

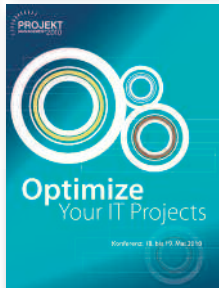
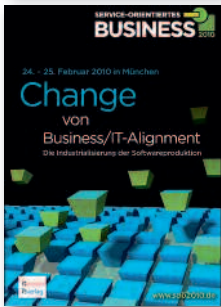
Transmission of the printing data via ISDN or CD-Rom – together with proof or printout. Following data formats are accepted: Quark Xpress, Freehand, Illustrator, Pagemaker incl. all pictures, logos, and types, PDF (optimized for printing), eps-, ps- and tiff-files.

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

E-Mail: mail@geiselberger.com

or CD-ROM to:

Druckerei Geiselberger GmbH, Mr. Michael Goetz,
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

	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)

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 guarantee 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.