



itsecurity

MEDIAKIT 2017

PRINT | ONLINE | MOBILE



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Magazine Characteristic

Mission Statement

Industry crosslinks more intense and more complex. Correspondingly, safety concerns and security vulnerability are growing. Intelligent solutions and fast support are needed.

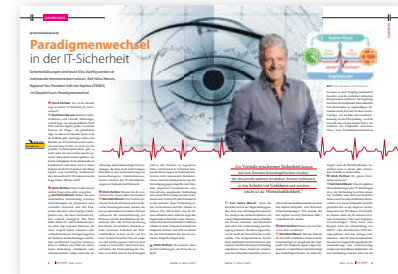
Itsecurity concentrates on those topics which occupies companies most frequently nowadays. It presents practical, reasonable and sustainable solutions for trends like internet, mobile and cloud security, bring-your-own-device or industrial security 4.0.

Also the topics of industrial spying, the complete cybercrime topic, recovery and emergency planning, data security, data protection, access to enterprise IT, certification, security in the internet of things are interesting for IT decision-makers and should be solved.

Itsecurity is media partner of the Bavarian Security Cluster and many other associations and has established several it security events in Germany.

Reader Profile

Itsecurity readers belong to the following groups: CSOs, first and second management level of enterprise IT security, local security officers, local data protection officers, heads of network and communication, heads of software development, heads of e-business, heads of data protection, administrators, heads of revision, consultants and directors of security projects.



it security award

Since 2007 the magazine **itsecurity** awards the it security awards during the it-sa in Nuremberg. On the Homepage www.it-security-award.com user, producer and institutions might send their projects, which will be evaluated, awarded and introduced by a distinguished panel of experts.

At present there are four categories:

1. Management Security
2. Web/Internet Security
3. Identity & Access Management
4. Cloud Security

Regarding the it security awards 2017, the Homepage will be online in April 2017, deadline for applications will be August 30th 2017.



Intended Printed Circulation

Frequency

Appears as supplement in every second issue of magazine (5 times a year) and also als Tablet PC version for iPad and Android available.

Our Media Consultants will inform you about the ongoing circulation, changes concerning topics or rotation.

Intended Printed Circulation

10.000 copies (checked by IVW)



The distribution happens via controlled rotating circulation, subscription and single copy sales.

Facts & figures

- 63.000 Readers | range
- 46.000 enabled IT-investment-decider
- 30.000 PI's on it-daily.net | google analytics
- 6.000 newsletter recipients, once a month [itsecurity](http://itsecurity.net)

Geographic Distrubution

Germany, Switzerland, Austria



Issue	Feature	Publication	Editorial Deadline	Advertising Deadline	Materials Due	Fairs/Events
03-2017	CeBIT • eGovernment Mobile Device Security Vulnerability Management Disruptive Technologies	2017-02-28	2017-01-31	2017-02-13	2017-02-17	CeBIT 20 th to 24 th March 2017 Internet World 7 th to 8 th March 2017
05-2017	Cloud & Mobile Security Industrial IT Security Risk- & Compliance Management SIEM	2017-04-28	2017-03-31	2017-04-12	2017-04-18	DNUG 31 st May to 1 th June 2017
07/08-2017	Protection of public authorities Identity & Access Management Industrial & Enterprise Security Intrusion Detection/Prevention	2017-06-30	2017-05-30	2017-06-14	2017-06-19	dmexco 13 rd to 14 th September DSAG Conference 26 th to 28 th September
10-2017	it-sa • Network Security Virus and malware defence Data Security eGovernment	2017-09-29	2017-09-01	2017-09-14	2017-09-18	it-sa 10 th to 12 th October 2017 IT & Business/DMS Expo 17 th to 19 th October 2017
12-2017	DDoS Attacks Interception Protection Insurance against Cyber Espionage Security Management	2017-11-30	2017-10-30	2017-11-13	2017-11-20	

Subject to alterations due to current demand!

Advertisement Formats | Price List

Format	Printing Space (width x length in mm)	Bleed (width x length in mm)	4c Euro
2 x 1/1 page	358 x 246	420 x 297	6.900,-
1/1 page	163 x 246	210 x 297	3.800,-
Junior page	107 x 163	150 x 212	3.500,-
2/3 page vertical	107 x 246	136 x 297	2.400,-
2/3 page horizontal	163 x 170	210 x 191	2.400,-
1/2 page vertical	85 x 246	100 x 297	2.200,-
1/2 page horizontal	163 x 126	210 x 148	2.200,-
1/3 page vertical	56 x 246	72 x 297	1.770,-
1/3 page horizontal	163 x 78	210 x 100	1.770,-
2 x 1/3 page horizontal spread	2 x 163 x 78	2 x 210 x 100	3.500,-
1/4 page vertical	85 x 123	100 x 145	1.325,-
1/4 page horizontal	163 x 53	210 x 75	1.325,-

Discounts

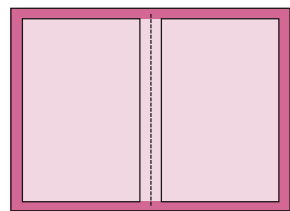
Frequency Discount

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

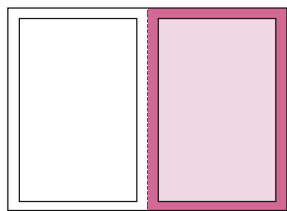
Volume Discount

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

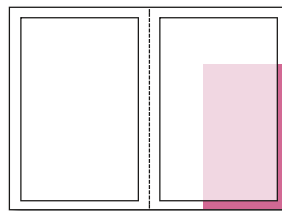
Other formats on request. All prices in EUR and exclusive tax. Discounts for booking within 12 months. We offer a 15 % discount on the regular prices when booking a black and white advertisement.



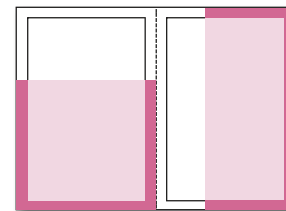
2/1 page horizontal spread



1/1 page

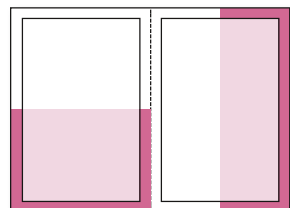


Junior page



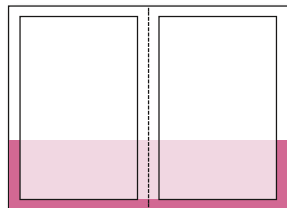
2/3 page horizontal

2/3 page vertical

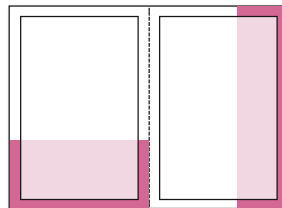


1/2 page horizontal

1/2 page vertical

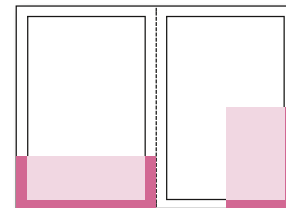


2 x 1/3 page horizontal spread



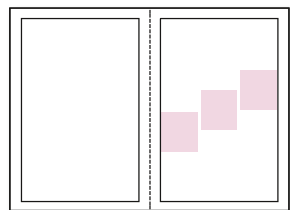
1/3 page horizontal

1/3 page vertical

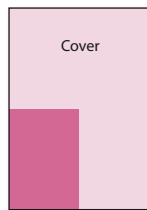


1/4 page horizontal

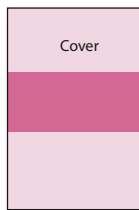
1/4 page vertical



Stairs



Booklet



Banderole



Bleed



Printing Space

Special Advertising Formats

Advertorial

You have more to say or a product that needs more explanation? With an advertorial we provide an opportunity to represent extensive information about products and services and the cost and the added value in the most attention-getting manner. By direct integration into the magazine structure your offer will be directly interrelated to the credibility and relevance of **itsecurity**. The advertorial will be fully integrated and marked as advertisement.

1/2 page: approx. 1.700 characters, including spaces

Costs: € 1.300,-

1/1 page: approx. 3.500 characters, including spaces + image

Costs: € 2.500,-

2/1 page: approx. 7.000 characters, including spaces + image

Costs: € 4.900,-

Data supply

Continuous text as Microsoft word file and an image (jpg, png, tif or eps). We design the advertorial and you receive a proof for clearance.

Teaser

- Teaser on the cover page with logo and reference to the interview/article in the magazine
- Two pages interview/article

Costs on request

Coverstory

- Cover design in consultation with our editors
- Four pages coverstory/interview (may be split in two issues)
- Coverstory will be dispatched via **itsecurity** newsletter
- 100 sample copies
- Article of the week incl. photograph on our homepage it-daily.net
- PDF for your press review

Costs on request

Island Position

Costs on request

Enclosed Inserts

Costs for booking of full circulation per thousand upto 25g weight € 275,- (incl. Postage), up to 50g weight € 325,-. Per every further quantity of 10g € 20,- every thousand. Enclosed inserts must suite for mechanical processing. Partial distribution is available with a surcharge of 10%. There is no discount possible, but we offer agency commission.

Special Advertising Formats

Bound Inserts

4 pages per thousand € 685,-, 8 pages per thousand € 945,-.
Other sizes on request. There is no discount possible, but we offer agency commission. Bound Inserts will be delivered by the client. The delivery must be effected wetted, with bleed at the sides and with a general bleed difference of 3mm. The inserts must not be tacked.

Postcards

Postcards can only be booked in combination with a full page advertisement. The costs per thousand are € 145,- incl. Postage. There is no discount for bookings of enclosed inserts, bound inserts or postcards. The costs are exclusive sales tax. When placing the order we kindly ask for five examples in advance. Mailing address on request.

Employment Ads

Prices according to the price list. Other formats on request.

Special Advertisements

Booklets, specials, supplements, bookmark, banderole, CD on request.

Technical Data

Printing Process

Cover: sheet offset
Inner part: sheet offset with saddle stitching.
Attention: 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

3mm on each side. For advertisements with 2 x 1/3 page horizontal spread two separate templates are needed.

Digital data

Following data formats are accepted: PDF (print-optimized), eps-, ps-, psd- and tif-files.

Please send digital data to:

E-Mail: it-management@it-verlag.de

Address of Printing House for supplements:

Geb. Geiselberger GmbH
Martin-Moser-Straße 23, 84503 Altoetting

Online-Portal

Additionally please use our various formats on it-daily.net the online portal of [itmanagement](#) and [itsecurity](#).

Your targets – our media-assets!

We offer you tailored, target-oriented media-solutions with high range, proven quality (IVW) for your branding and lead generation. Benefit from our comprehensive portfolio of cross-media communication.

- Whitepaper
- eBooks with several topics
- Customized eBook
- IT Research Note
- Live Webinar
- Online advertorial
- Webinar on Demand

In addition we offer more detailed information in our Online Media Kit!

Online formats | prices

Website

	Formats in pixels	Prize in Euro per week
Fullsize Banner (rotierend)	468 x 60	180,-
Leaderboard	728 x 90	220,-
Medium Rectangle	300 x 250	220,-
Content Ad	300 x 250	220,-
Skyscraper (rotierend)	160 x 600	210,-
Hockeystick	728 x 90 and 160 x 600	430,-
Layer	400 x 400	320,-
Floor Ad	940 x 50	480,-

Cross Media Packages

With our cross media packages we offer you the possibility to use our online portal it-daily.net as well. With that you might increase your range.

Package 1

1/3 page Advertisement

NL Text-ad | Banner pos. 2 for two weeks, available capacity

Price: € 2.650,-

Package 2

1/2 page advertorial

NL Text-ad | Banner pos. 2 for two weeks, available capacity

Price: € 2.800,-

Package 3

1/1 page Advertisement

NL Text-ad | Banner pos. 1 for two weeks,
Leaderboard and Medium Rectangle

Price: € 6.100,-

Package 4

1/1 page advertorial

NL Text-ad | Banner pos. 1 for two weeks
Leaderboard or Medium Rectangle

Price: € 4.400,-

We would be happy to prepare an individual, target-oriented package for you.



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.

