

LAC/2011

LAC/2011 Readership Analysis Computer Press 2011

Overview of

 **itmanagement**

in LAC/2011

October 2011

The Targets of LAC/2011

➔ **Reliability in Planning to Media and Marketing**

by detailed presentation of market potential and reader behavior according purchase intention and decision-making authority of IT/Telco hardware, software, services and solutions for professional use.

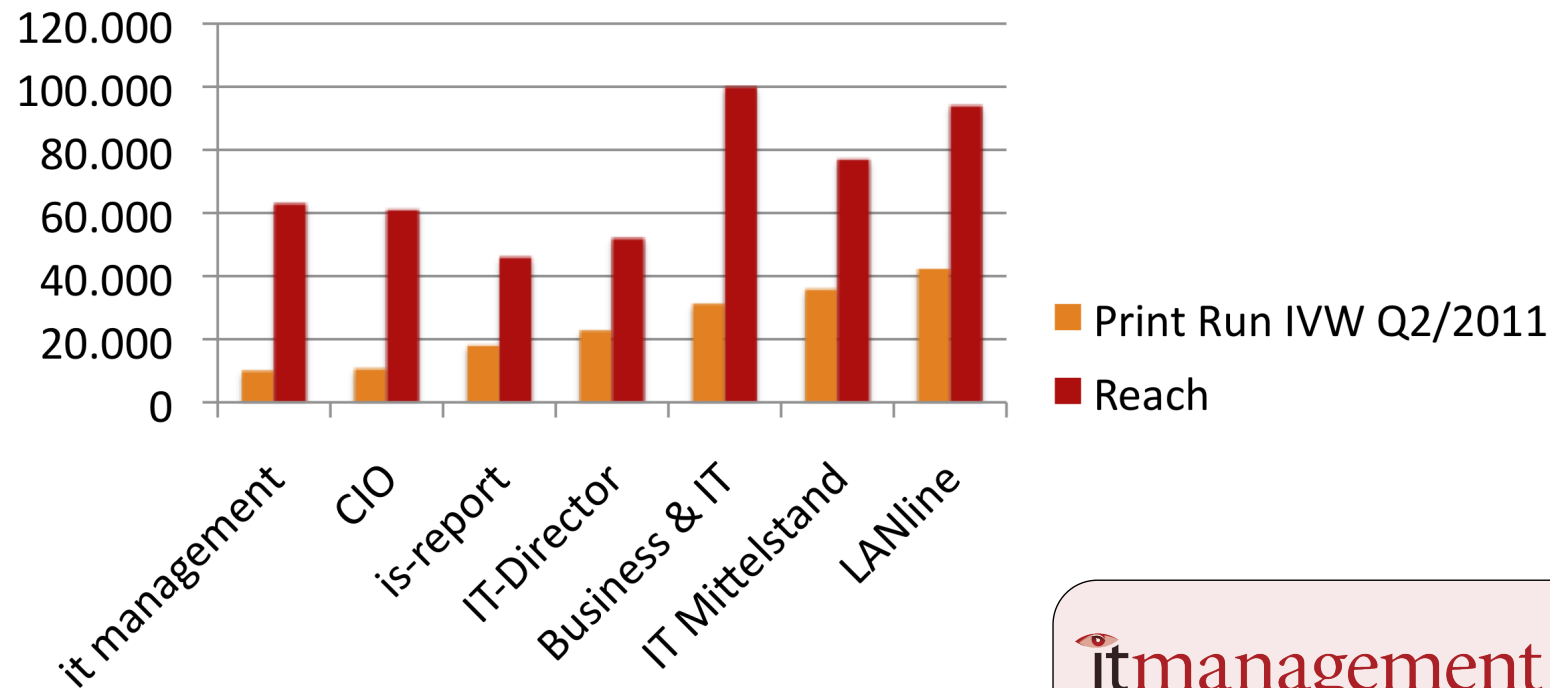
<http://www.lac.de>



Overview of it management in the LAC/2011 The most important results

- **Broad Reach** in relation to the print run
- **Best Title** amongst direct competitive environment
- Above average number of **IT Directors/CIO's** read it management
- Readers are **active decision makers** rather than decision influencers
- Strongly focused on **middle market clients**

Wide Reach:
One copy is read by 6 people



itmanagement
reaches 63,000 readers.

Well-priced


	Reach K	Price EUR	CPM EUR
LANline	94	7,950	84.58
Business & IT	100	9,400	93.65
it management	63	6,340	100.41
is-report	46	5,500	120.57
IT Mittelstand	77	11,050	143.81
CIO	61	11,580	190.65
IT-Director	52	10,050	192.63



Outstanding price-to-performance-ratio

Active IT decision-makers

Reach 46,000 active IT decision-makers
per CPM of 137 €



Best CPM and
high rate of
active decision-
makers

	Reach K	Price EUR	CPM EUR	Quote of Readers %	Index of Affinity
IT-Director	41	10,050	247.92	77.7	170
it management	46	6,340	137.31	73.1	160
IT Mittelstand	56	11050	197.58	72.8	160
is-report	32	5.500	171.29	70.4	154
CIO	40	11,580	292.07	65.3	143
Business & IT	61	9,400	153.42	61.0	134
LANline	57	7,950	140.39	60.2	132

IT Directors / CIO's

13,000 readers of it management are IT Directors, this relates to 21.3 % of the readership

As well highest rate of CIO's as best CPM

	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

Reference: LAC/2011, Rank order ITC-Investment decision-makers with direct function in the IT-/TC-department: CIO (IT-Vorstand)

Strongly focused on middle market

15.5 % of it management readers are ITC
Investment decision-makers in companies
between 200 and 499 employees



Best CPM and
second-best in
quote of readers

	Reach K	Price EUR	CPM EUR	Quote of Readers %	Index of Affinity
IT-Director	8	10,050	1,224.51	15.7	307
it management	10	6,340	648.48	15.5	303
CIO	9	11,580	1,258.14	15.2	296
Business & IT	15	9,400	637.78	14.7	287
IT Mittelstand	10	11,050	1,123.76	12.8	250
is-report	6	5,500	997.98	12.1	236
LANline	7	7,950	1,188.68	7.1	139

Top Impulse to Buy

52.2 % of it management readers had the impulse to buy a product by tests and reports or actually bought later

	Reach K	Price EUR	CPM EUR	Quote of Readers %	Index of Affinity
LANline	50	7,950	158.71	53.3	135
it management	33	6,340	192.45	52.2	132
Business & IT	51	9,400	183.22	51.1	130
IT Mittelstand	36	11,050	302.87	47.5	120
is-report	20	5,500	278.98	43.2	110
IT-Director	22	10,050	449.88	42.8	109
CIO	26	11,580	447.71	42.6	108

Data Protection / Security Solutions

59,000 it management readers plan to buy Data Protection or Data Security solutions

IT Security: Best CPM and second-best in quote of readers

	Reach K	Price EUR	CPM EUR	Quote of Readers %	Index of Affinity
is-report	44	5,500	123.93	97.3	136
it management	59	6,340	107.71	93.2	131
CIO	56	11,580	205.38	92.8	130
IT-Director	48	10,050	207.82	92.7	130
Business & IT	93	9,400	101.14	92.6	130
IT Mittelstand	70	11,050	158.43	90.8	127
LANline	81	7,950	97.70	86.6	121

Reference: LAC/2011, Rank order data protection and data security solutions: acqirement for professional use certainly or possibly planned

Network Software

85.4 % of it management readers plan to buy Network Software

Network Software:
Best CPM and ranked high in quote of readers

	Reach K	Price EUR	CPM EUR	Quote of Readers %	Index of Affinity
IT-Director	46	10,050	217.61	88.5	241
is-report	40	5,500	137.12	87.9	240
it management	54	6,340	117.61	85.4	233
LANline	78	7,950	102.48	82.5	225
CIO	48	11,580	239.66	79.5	217
Business & IT	75	9,400	124.80	75.0	205
IT Mittelstand	55	11,050	199.97	71.9	196

Reference: LAC/2011, Rank order network software: acquirement for professional use certainly or possibly planned.

Data Management / System Mgmt.

55,000 it management readers plan to buy data management and system management tools

Best CPM and best ranked in quote of readers

	Reach K	Price EUR	CPM EUR	Quote of Readers %	Index of Affinity
it management	55	6,340	114.79	87.5	198
IT-Director	45	10,050	224.32	85.9	194
is-report	39	5,500	141.83	85.0	192
CIO	51	11,580	227.55	83.8	189
LANline	74	7,950	106.86	79.2	179
Business & IT	79	9,400	118.44	79.1	179
IT Mittelstand	58	11,050	189.70	75.8	171

Business IT Solutions

91.7 % of it management readers plan to buy business IT solutions for example ERP, SAP, CRM, CMS or SOA software



Best CPM and high ranked in quote of readers

	Reach K	Price EUR	CPM EUR	Quote of Readers %	Index of Affinity
IT-Director	50	10,050	202.28	95.2	175
is-report	42	5,500	130.83	92.2	169
it management	58	6,340	109.51	91.7	169
LANline	83	7,950	95.26	88.8	163
CIO	53	11,580	216.78	87.9	162
Business & IT	86	9,400	109.43	85.6	157
IT Mittelstand	64	11,050	173.76	82.8	152

Reference: LAC/2011, Rank order business applications / IT solutions: acquirment for professional use certainly or possibly planned.

Exclusive audience among readers

**Only 17.1 % of it management-
readers read CIO, too**



Effectiveness by Small Intersection among Readers in the Segment of Specialists

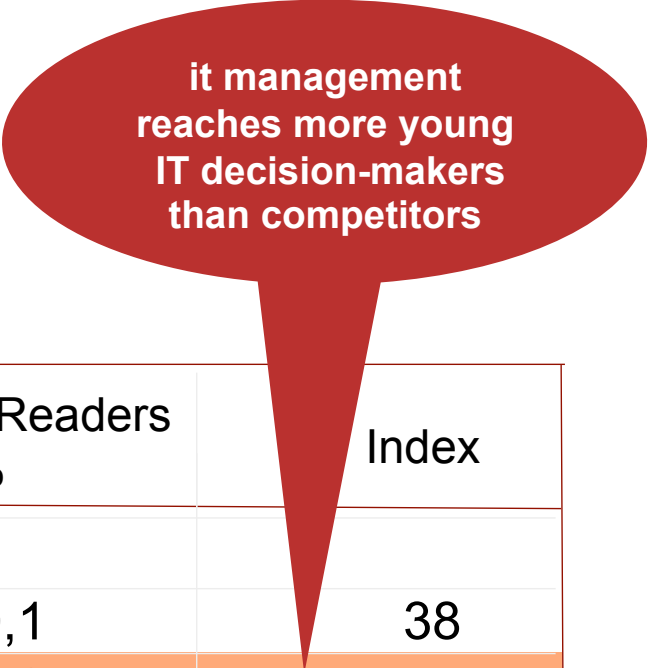
	it management	CIO	is-report	IT-Director	IT Mittelstand	LANline	Business & IT
Gesamt / in %	100.0	100.0	100.0	100.0	100.0	100.0	100.0
it management		17.8	25.0	26.9	14.5	12.8	15.2
CIO	17.1		21.8	24.0	12.7	14.3	12.3
is-report	18.1	16.4		24.9	12.4	11.6	11.5
IT-Director	22.2	20.6	28.5		19.3	13.9	13.8
IT Mittelstand	17.7	16.1	20.9	28.5		11.3	12.2
LANline	19.0	22.2	23.9	25.0	13.9		12.7
Business & IT	24.2	20.4	25.3	26.5	16.0	13.6	

Reference: LAC/2011, details in percentage.

Reader Profile: Gender and Age

it management reaches 63,000 readers,
70.6 % of them are men.

The Index 145 demonstrates, that above average
number of it management readers are between
20 and 29 years old.



it management
reaches more young
IT decision-makers
than competitors

Age	Reach K	Quote of Readers %	Index
14 - 19	0	0,1	38
20 - 29	16	24,8	145
30 - 39	18	28,1	125
40 - 49	18	28,2	89
50 - 59	10	15,9	69
60 and older	2	2,9	52

LAC/2011 Readership Analysis Computer Press 2011

Ordering Party

Joint venture Leser-Analyse Computerpresse (11 Publishing Companies)

Declared Media

14 computer magazine titles, additionally 15 news and economic magazine titles

Leading Institute

TNS Infratest

Basic population

8,82 million fully or partially employed people, who in their operation take part single or together with others in decisions about the acquisition of ITC products or services.

Survey period

June 17th 2011 to August 11th 2011

Method of collecting data

Interviews via online access panels

Publication of the results

September 28th 2011