IT - Network - Datacenter

LANline has been established in the industry for 30 years and is the renowned trade journal for computer networks, IT infrastructure, and data and telecommunications systems. The focus is on data center infrastructure and IT and OT cabling, among other things, which is also an indispensable basis for the new 5G networking.

Other important aspects of the vendor-independent and objective reporting are IT security and technical IT management in all its facets. Readers can find their information about the industry and technology in the monthly print edition, in the e-paper, daily updates online, in weekly e-mail newsletters, and in all important social media channels. The LANline portfolio also includes specialist conferences such as the Tech Forums for the cabling environment and for the complete data center infrastructure, as well as virtual theme days and top-class web seminars.

Target group:
The reader community includes system administrators, IT managers, network and data center managers, cabling specialists, general managers, CIOs, CTOs, security managers, TC specialists and network service providers.

Your advantages:
• a credible environment
• high reach
• high utility value for your target groups

>36.909 visits per month*
>17.000 newsletter subscribers

*source: IVW online february 23
## Ad prices LANline

<table>
<thead>
<tr>
<th>STANDARD AD</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner/Leaderboard - 6:1 / 8:1</td>
<td>€ 260</td>
</tr>
<tr>
<td>Skyscraper - 1:4</td>
<td>€ 200</td>
</tr>
<tr>
<td>Rectangle</td>
<td>€ 200</td>
</tr>
<tr>
<td>Mobile banner</td>
<td>€ 270</td>
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</table>

<table>
<thead>
<tr>
<th>BIG ADS</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Large leaderboard</td>
<td>€ 330</td>
</tr>
<tr>
<td>Billboard - 2:1 / 4:1</td>
<td>€ 390</td>
</tr>
<tr>
<td>Halfpage ad</td>
<td>€ 300</td>
</tr>
<tr>
<td>Sitebar - 1:3</td>
<td>€ 390</td>
</tr>
<tr>
<td>Mobile rectangle 1:1</td>
<td>€ 250</td>
</tr>
<tr>
<td>Video ad / outsteam</td>
<td>€ 200</td>
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</table>

<table>
<thead>
<tr>
<th>SPECIAL ADS</th>
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<tbody>
<tr>
<td>Native ad</td>
<td>€ 390</td>
</tr>
<tr>
<td>Content super banner</td>
<td>€ 390</td>
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<tr>
<td>Mobile interstitial</td>
<td>€ 390</td>
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<tr>
<td>Mobile halfpage</td>
<td>€ 390</td>
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<tr>
<td>Wallpaper</td>
<td>€ 380</td>
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<tr>
<td>Fireplace</td>
<td>€ 500</td>
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<table>
<thead>
<tr>
<th>TARGETING</th>
<th>EXTRA CHARGE PER CRITERIA</th>
</tr>
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<tbody>
<tr>
<td>Keyword/contextual</td>
<td></td>
</tr>
<tr>
<td>Technical (z.B. time, browser)</td>
<td></td>
</tr>
<tr>
<td>Geographical</td>
<td>+ € 25</td>
</tr>
<tr>
<td>Retargeting</td>
<td></td>
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<tr>
<td>Exclusion of individual devices</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NEWSLETTER (&gt;17.000 subscriber)</th>
<th>FIX PRICE PER MAILING</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>€ 890</td>
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<tr>
<td>Small Rectangle</td>
<td></td>
</tr>
<tr>
<td>Native Ad/text ad within the content</td>
<td></td>
</tr>
<tr>
<td>Leaderboard in the e-Paper Newsletter</td>
<td>€ 1,490</td>
</tr>
</tbody>
</table>

⚠️ Technical specifications
We bring new customers to you easily: Matchmaker+

All this offers you

**Placement next to relevant content**

- Address customers when they are interested in your topics and products!
- Build trust and benefit from our strong content and brands!
- Generate qualified leads, thanks to professional presentation of your company and products as a premium supplier!

**The premium profile as your business card**

- Premium company profile with enhanced design options
- Highlight in Matchmaker+ search results
- Logo integration in lanline.de newsletters
- Includes 1 topic keyword** for placement next to matching editorial content on lanline.de

**First-class placement in the provider search**

- Premium company profile with enhanced design options
- Highlight in Matchmaker+ search results
- Logo integration in lanline.de newsletters
- Includes 4 topic keywords** for placement next to matching editorial content on lanline.de
- Post on LinkedIn social media channel with link to premium entry

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Starter</td>
<td>2.990 €*</td>
</tr>
<tr>
<td>Advanced</td>
<td>4.990 €*</td>
</tr>
<tr>
<td>Professional</td>
<td>6.190 €*</td>
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</table>

* Runtime 12 months, start date freely selectable. After 12 months, the subscription is renewed indefinitely with a notice period of one month.
** Subject areas or products that fit your company. Keywords limited to a maximum of 36,000 page impressions per year; additional keywords or extensions can be booked at any time.
Target group specific: customized newsletter

Benefit from our high-quality newsletter address pools. We send your individual information exclusively. By providing the finished technical infrastructure as well as the current recipient data, we efficiently place your desired advertising message.

Advantages
• high reader/user retention
• effective emotionalization
• clear cost structure
• maintained database
• transparent reporting

Basic price: € 1,490.-
+ per thousand recipients: € 270.- (no discounts)
plus € 149.- handling costs for selection, at least 1,000 recipients

Direct link program – your direct link for more turnover

The direct link program directs our readers/your customers to your website directly through a tracking URL, using keywords defined by you. The combination of professional content and innovative technology guarantees you a high ROI.

Advantages
• direct link to your homepage or your online shop
• prominent placement in editorial content
• high attention and high probability to click

Link to your own company/brand:
• per month: 990.- Euro (not discountable)
• per year: 9,990.- Euro (not discountable)

Link to a keyword:
• per month: from 990.- Euro (not discountable)
Ad specials

Lead generation with web seminar

Convey specific know-how to your customers and involve them actively and live in the action. Your audience can ask you questions via chat. Underline the benefits of your products and at the same time the competence of your company with a dynamic and interactive presentation.

Services

- online advertorial to promote the web-seminar (booking at least 6 weeks before the web-seminar)
- native ad for application in two LanLine newsletters
- native ad to advertise on lanline.de for one month in total
- customized newsletter to qualified users
- participant registration
- briefing of your speaker and technical implementation
- live broadcast incl. moderation
- forwarding of registration data (company, first name, last name, e-mail)
- provision of the web-seminar as a downloadable on-demand
- webcast subject to registration

Price: € 6,990,- (no discounts)

Online Advertorial

The online advertorial is ideal for presenting complex topics over a longer period of time. Online advertorials are designed in such a way that users perceive them as editorial contributions. This gives your content a high level of credibility.

Services

- Complete production of the advertorial after sending text and image material
- Placement of your advertorial in the editorial environment on the home page, including image and linking
- Digital playout: content and teaser are displayed on both desktop and mobile devices
- Post with link to the advertorial on the social media channels (Twitter, LinkedIn)

Price: € 2,990,- (no discounts)
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