The overarching media brand for the ICT market

In a complex and fast-moving information and media world, the new connect professional informs comprehensively, quickly and with the usual competence about the ICT industry. With this, connect professional follows the increasing demand for a holistic view of the ICT market from the product to the sales channel: Whether business decision-makers, channel managers or infrastructure specialists - developments on the ICT market ultimately affect them all.

The claim to have a 360-degree view of these market developments will be realised in future by the enhanced connect professional with its comprehensive reporting at a glance. It is thus the only trade publication that comprehensively covers all areas of the ICT industry.

High credibility. High acceptance.

connect professional is the medium for business IT, telecommunications and all facets of digitalisation. The high subscription circulation confirms the editorial utility and credibility of connect professional. Influential ICT decision-makers trust their connect professional to inform them about new products, solutions, services and strategies in professional IT and telecommunications. They use the connect professional just as intensively as the daily updated web service connect-professional.de and the connect-professional.de newsletter.

THE medium for ICT decision-makers:

- CEOs
- CIOs
- CTOs
- System administrator
- IT managers / responsible persons

Industries:

Industrial / Consumer goods, System houses / Managed service provider / IT service providers, Authorities / public institutions / office / science / Education / upbringing, Trade / Banks / Insurances, Network operator / service provider

*source: IVW online (last 12 month)
**Target group**

**Position in the company**
- CEO: 22%
- CTO: 19%
- IT managers/responsible persons: 18%
- System administrator: 16%
- CIO: 14%
- Other: 12%

**Employees in the company**
- up to 19: 23%
- 20 - 99: 19%
- 100 - 499: 17%
- 500 - 999: 14%
- from 1.000: 19%

**Industries**
- Industrial / Consumer goods: 9%
- System houses/ Managed service providers/ IT service providers: 53%
- Authorities/ public institutions/ office/ science/ education/ upbringing: 15%
- Trade/Banks/ Insurances: 8%
- Network operator/ service provider: 13%
- Others: 2%

*Source: internal evaluation of reader data Q2/2023*
### STANDARD ADS

<table>
<thead>
<tr>
<th>Ad Type</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>
</tr>
</tbody>
</table>

### BIG ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CPM</th>
</tr>
</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>
</tr>
</tbody>
</table>

### SPECIAL ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native ad</td>
<td>€ 390</td>
</tr>
<tr>
<td>Content super banner</td>
<td>€ 390</td>
</tr>
<tr>
<td>Mobile interstitial</td>
<td>€ 390</td>
</tr>
<tr>
<td>Mobile halfpage</td>
<td>€ 390</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>€ 380</td>
</tr>
<tr>
<td>Fireplace</td>
<td>€ 500</td>
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</tbody>
</table>

### TARGETING

<table>
<thead>
<tr>
<th>Extra Charge</th>
<th>Extra Charge Per Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword/contextual</td>
<td>+ € 25</td>
</tr>
<tr>
<td>Technical (z.B. time, browser)</td>
<td></td>
</tr>
<tr>
<td>Geographical</td>
<td></td>
</tr>
<tr>
<td>Retargeting</td>
<td></td>
</tr>
<tr>
<td>Exclusion of individual devices</td>
<td></td>
</tr>
</tbody>
</table>

### NEWSLETTER (30,000 subscribers)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Fix Price Per Week (Mo - Fr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>€ 4,900</td>
</tr>
<tr>
<td>Billboard</td>
<td></td>
</tr>
<tr>
<td>Small rectangle</td>
<td></td>
</tr>
<tr>
<td>Native Ad/text ad within the content</td>
<td>1.490 €</td>
</tr>
<tr>
<td>Leaderboard in the e-paper Newsletter</td>
<td></td>
</tr>
</tbody>
</table>
Ad specials

We bring new customers to you easily: Matchmaker+

All this offers you

**Benefits**

- 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!

**Online Advertorial**

**All this offers you**

* 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

**Starter**

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

**Advanced**

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

**Professional**

- Premium company profile with enhanced design options
- Highlight in Matchmaker+ search results
- Logo integration in connect-professional.de newsletters
- **Includes 5 topic keywords** for placement next to matching editorial content on connect-professional.de
- **Post on LinkedIn social media channel with link to premium entry**
- **Profile maintenance and setup by our team**

**Top-Seller**

- Premium company profile with enhanced design options
- Highlight in Matchmaker+ search results
- Logo integration in connect-professional.de newsletters
- **Includes 5 topic keywords** for placement next to matching editorial content on connect-professional.de
- **Post on LinkedIn social media channel with link to premium entry**
- **Profile maintenance and setup by our team**

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* only

**2.990 €**

**4.990 €**

**6.190 €**
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.

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

Basic price: € 1,490.-
+ per thousand recipients: € 270.- (no discounts)

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 webinar

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 webinar (booking at least 6 weeks before the web-seminar)
• native ad for application in two connect professional newsletters
• native ad to advertise on connect-professional.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 webinar 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, facebook, XING)

Price: € 2,990,- (no discounts)
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