Use ICT CHANNEL for your channel communication.

Your advantages:
- a credible environment
- high coverage
- great benefit for your target groups

With ICT CHANNEL as a neutral authority, the ICT channel is always well informed.

ICT CHANNEL supports the ICT channel in their day-to-day business with all relevant information, either every two weeks print issue or 24/7 at www.ict-channel.com. Are there delivery difficulties? Is my supplier able to comply with delivery dates? What about the manufacturers’ support quality? Who is among the best distributors? Those questions are examined professionally, critically and assertively.

„High target group affinity“

People making purchase decisions in the ICT or CE channels or influencing their customers’ decisions consult ICT CHANNEL:

- IT and telecom retailers
- System houses
- VARs, ASPs, ISPs
- Etailers
- System and network integrators
- CE retailers
- Web agencies
- OEMs/manufacturers
- Assemblers
- Distributors

„ICT CHANNEL targets decision makers in the ICT channel directly and offers a high-quality editorial environment!“

Total distributed circulation: 34,810
(Publisher’s information, April 2021)

„ICT CHANNEL ranks among the most successful trade journals in Germany. “

According to HORIZONT ranking “The greatest trade journals according to gross turnover”, May 2020, ICT CHANNEL ranked among the Top 12 of Germany’s trade journals. By the way…more than 4.000 trade journals are published in Germany.

„Across all types of media – ict-channel.com informs its target groups 24/7! “

According to IVW Online, the web service ict-channel.com has got a high coverage with an average of nearly 263,294 visits and 516,171 page impressions per month (IVW-online 10/2019 - 9/2020). Thus, ict-channel.com is perfect for your online communications.

„On top – tailor-made special issues“

Additionally ICT CHANNEL covers the critical information requirements of the indirect channel with at least six special publications per year: Business Enabling, Distribution Extra and more.
Circulation / distribution

Trade journal circulation and distribution analysis

<table>
<thead>
<tr>
<th>Total distribution - ICT CHANNEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>34,810</td>
</tr>
<tr>
<td>=</td>
</tr>
<tr>
<td>19,281</td>
</tr>
<tr>
<td>+</td>
</tr>
<tr>
<td>15,529</td>
</tr>
</tbody>
</table>

The ICT CHANNEL is read by 3 people per print issue on average. Source: Impact and resonance analysis 20/2019
The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the ict-channel.com website.

*** Publisher’s information, April 2021

Purchase prices
Annual subscription print:
National: 160.00 €, thereof 98.75 € issue, 61.25 € shipping
Foreign: 181.25 €, thereof 98.75 € issue, 82.50 € shipping
(incl. current VAT, incl. shipping costs)

Single issue: 6.50 €
(incl. current VAT, plus 3.00 Euro shipping costs)

Annual subscription digital e-paper (national/foreign) 49.99 €
(incl. current VAT, without shipping costs)

Single issue digital e-paper (national/foreign) 2.99 €
(incl. current VAT, without shipping costs)
Target group

Impact and resonance analysis

ICT CHANNEL’s impact and resonance analyses show how advertising works with your customers. They answer the important questions „Is my advertisement actually noticed?“, „What remains present in the minds of my customers?“ and „Can I also inspire new customers for my products and my company with this advertising appearance?“

The impact and resonance analyses are not limited to the content and design of the advertising. Because the advertising presence must always be considered in the overall context. That is why the impact and resonance analysis also shows what the purchasing decision-makers think about your products and your company. Each participant thus receives a concise image analysis „on top“.

ICT CHANNEL asks - you receive well-founded answers and thus important parameters about your target group and advertising impact:

• acceptance, attention and status of the trade medium ICT CHANNEL within the target group
• details of the target group
• concrete reactions and assessment of the readers with regard to the respective customer advertisement
• assessment of the provider as well as the customer products and solutions by the target group

What you always wanted to know? Define your individual questions - ICT CHANNEL queries your very specific interests within the impact and resonance analysis.

General reactions to advertisements/articles

Have you taken any steps as a result of an advert or article you have seen in ICT CHANNEL* in the last 12 months?

Due to adverts/articles in ICT CHANNEL* in the last 12 months I have...

- contacted a wholesaler or distributor 38%
- contacted a manufacturer 40%
- recommended the advertised product or service to my customers for purchase 59%
- recommended the advertised product or service to my colleagues 55%
- visited the company’s website 73%
- I thought about new fields of business 61%
- at least one of the reactions mentioned 92%

Industry of the company

In which of the following forms of enterprise would you classify your company? (Multiple answers possible)

- Computer trade with shop 19%
- Computer trade without shop 57%
- System house / Software house 49%
- System integrator 49%
- TC trade 40%
- Mail order business 17%
- Retail (department stores, area markets) 14%
- VAR (Value Added Reseller) 37%

Purchase based on an advertisement/article in ICT CHANNEL*

In the last 12 months, did you buy a product or service based on an advertisement or article in ICT CHANNEL* or did you obtain information to prepare for a purchase?

- have bought 42%
- have bought once 10%
- have bought several times 28%
- have informed myself to prepare for the purchase 28%
- no reaction yet 20%

Source: Impact and resonance analysis 20/2019, conducted by IFAK Institut
* formerly CRN
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication</th>
<th>Ad closing</th>
<th>Deadline print material</th>
<th>Focus</th>
<th>ICT CHANNEL extras</th>
<th>ICT CHANNEL special issue</th>
<th>Trade fair &amp; events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 15, 2021</td>
<td>Dec 11, 2020</td>
<td>Dec 15, 2020</td>
<td>refurbishing / remarketing</td>
<td></td>
<td>server</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jan 29, 2021</td>
<td>Jan 15, 2021</td>
<td>Jan 19, 2021</td>
<td>distribution</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Feb 12, 2021</td>
<td>Jan 29, 2021</td>
<td>Feb 02, 2021</td>
<td>monitors</td>
<td>notebooks &amp; convertibles</td>
<td>education</td>
<td>digital solution day professional displays Feb 17</td>
</tr>
<tr>
<td>4</td>
<td>Feb 26, 2021</td>
<td>Feb 12, 2021</td>
<td>Feb 16, 2021</td>
<td>TC &amp; UC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Mar 12, 2021</td>
<td>Feb 26, 2021</td>
<td>Mar 02, 2021</td>
<td>printer &amp; managed printing services</td>
<td>datacenter</td>
<td></td>
<td>digital solution day education Mar 18</td>
</tr>
<tr>
<td>6</td>
<td>Mar 26, 2021</td>
<td>Mar 12, 2021</td>
<td>Mar 16, 2021</td>
<td>system house business</td>
<td>cyber security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Apr 09, 2021</td>
<td>Mar 24, 2021</td>
<td>Mar 26, 2021</td>
<td>5G &amp; internet of things</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Apr 23, 2021</td>
<td>Apr 09, 2021</td>
<td>Apr 13, 2021</td>
<td>digital workplace</td>
<td>digital signage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>May 07, 2021</td>
<td>Apr 23, 2021</td>
<td>Apr 27, 2021</td>
<td>cloud services</td>
<td>value added distribution</td>
<td>storage</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>May 21, 2021</td>
<td>May 06, 2021</td>
<td>May 10, 2021</td>
<td>networks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Jun 04, 2021</td>
<td>May 19, 2021</td>
<td>May 21, 2021</td>
<td>managed services</td>
<td>workstations &amp; mini PCs</td>
<td></td>
<td>digital solution day storage Jun 01</td>
</tr>
<tr>
<td>12</td>
<td>Jun 18, 2021</td>
<td>Jun 04, 2021</td>
<td>Jun 08, 2021</td>
<td>education</td>
<td>TC &amp; UC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Jul 02, 2021</td>
<td>Jun 18, 2021</td>
<td>Jun 22, 2021</td>
<td>cyber security</td>
<td>virtualisation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Jul 16, 2021</td>
<td>Jul 02, 2021</td>
<td>Jul 06, 2021</td>
<td>collaboration</td>
<td>system house business</td>
<td>digital workplace</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Sep 10, 2021</td>
<td>Aug 27, 2021</td>
<td>Aug 31, 2021</td>
<td>artificial intelligence</td>
<td>smart home</td>
<td></td>
<td>digital solution day cyber security Sep 23</td>
</tr>
<tr>
<td>19</td>
<td>Sep 24, 2021</td>
<td>Sep 10, 2021</td>
<td>Sep 14, 2021</td>
<td>server &amp; storage</td>
<td>video &amp; conference technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Oct 08, 2021</td>
<td>Sep 24, 2021</td>
<td>Sep 28, 2021</td>
<td>data protection</td>
<td>cyber security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Nov 19, 2021</td>
<td>Nov 05, 2021</td>
<td>Nov 09, 2021</td>
<td>sustainability</td>
<td>storage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Dec 03, 2021</td>
<td>Nov 19, 2021</td>
<td>Nov 23, 2021</td>
<td>datacenter</td>
<td></td>
<td>case studies</td>
<td>producers of the year</td>
</tr>
<tr>
<td>25</td>
<td>Dec 17, 2021</td>
<td>Dec 03, 2021</td>
<td>Dec 07, 2021</td>
<td>backup</td>
<td>monitors</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ad formats

Size information width x height in mm

Double page spread across gutter

460 x 297 mm*

1 1/2 pages across gutter

345 x 297 mm* (without ill.)
317 x 259 mm (type area, s. ill.)

1/1 page

230 x 297 mm*
193 x 259 mm (s. ill. right, type area)

1 1/2 pages across gutter

460 x 143 mm* (without ill.)
414 x 130 mm (type area, s. ill.)

1/2 page horizontal

230 x 143 mm*
195 x 128 mm (s. ill.)

1/2 page vertical

112 x 297 mm*
90 x 259 mm (s. ill.)

junior page

166 x 205 mm* (s. ill. right)
145 x 190 mm (s. ill. left)

2/3 page horizontal

230 x 194 mm*
193 x 178 mm (s. ill.)

2/3 page vertical

152 x 297 mm*
127 x 259 mm (s. ill.)

1/3 page horizontal

230 x 99 mm*
193 x 83 mm (s. ill.)

1/3 page vertical

77 x 297 mm*
61 x 260 mm (s. ill.)

Print advertising material
please send by e-mail to:
DISPO.ICT-CHANNEL@wekanet.de

* trimmed format
bleed 5 mm on the open sides
Ad prices

**Advertising rates and formats (without VAT)**

Ad prices valid from Jan 01, 2021

<table>
<thead>
<tr>
<th>format</th>
<th>basic price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 14,600</td>
</tr>
<tr>
<td>1/1 page advertorial (approx. 4,500 characters incl. spaces + logo + 1-2 images)</td>
<td>€ 14,600</td>
</tr>
<tr>
<td>2/3 page</td>
<td>€ 9,800</td>
</tr>
<tr>
<td>A5 (junior page)</td>
<td>€ 8,500</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 7,400</td>
</tr>
<tr>
<td>1/2 page advertorial (approx. 2,100 characters incl. spaces + logo + 1 image)</td>
<td>€ 7,400</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 4,900</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 3,700</td>
</tr>
<tr>
<td>cover pages U2/U3/U4, each</td>
<td>€ 19,000</td>
</tr>
<tr>
<td>cover flap</td>
<td>€ 21,800</td>
</tr>
</tbody>
</table>

**Discounts**

For purchase within 12 months (insertion year)

<table>
<thead>
<tr>
<th>frequency discount from 1/4 page</th>
<th>volume discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 ads or more</td>
<td>3%</td>
</tr>
<tr>
<td>6 ads or more</td>
<td>5%</td>
</tr>
<tr>
<td>9 ads or more</td>
<td>10%</td>
</tr>
<tr>
<td>12 ads or more</td>
<td>15%</td>
</tr>
<tr>
<td>18 ads or more</td>
<td>18%</td>
</tr>
<tr>
<td>24 ads or more</td>
<td>20%</td>
</tr>
<tr>
<td>36 ads or more</td>
<td>22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Loose inserts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight</td>
<td></td>
</tr>
<tr>
<td>up to 25 g per 1,000 pieces</td>
<td>€ 290.-</td>
</tr>
<tr>
<td>up to 50 g per 1,000 pieces</td>
<td>€ 329.-</td>
</tr>
<tr>
<td>up to 75 g per 1,000 pieces</td>
<td>€ 372.-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bound inserts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Variants</td>
<td></td>
</tr>
<tr>
<td>4 pages per 1,000 pieces</td>
<td>€ 279.-</td>
</tr>
<tr>
<td>6 pages per 1,000 pieces</td>
<td>€ 322.-</td>
</tr>
<tr>
<td>8 pages per 1,000 pieces</td>
<td>€ 362.-</td>
</tr>
<tr>
<td>12 pages per 1,000 pieces</td>
<td>€ 392.-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad with attached postcard</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum format: 1/1 page</td>
<td></td>
</tr>
<tr>
<td>74.- € 0/00 Adhesive costs incl. postage (machine bonding, manual on request)</td>
<td></td>
</tr>
</tbody>
</table>

**Additional charges**

Placement  
We charge a surcharge of 10 % of the basic price (but at least € 160) on requested placements confirmed by the publisher.

Cover pages  
500,- € surcharge for cover pages 2 and 4

Color  
prices are for Euroscale, surcharge for special colours on request

Format  
Suchcharges for bleed and gutter printing are not levied

**Terms of payment**

Payment within 21 days without deduction.

**Bank details:** HypoVereinsbank, München  
**IBAN:** DE37 7002 0270 0035 7049 81  
**SWIFT (BIC):** HYVEDEMMXXX  
**VAT ID no.** DE 811 190 616
Special ads formats

**Cover postcard**

- **Size:** w 170 mm x h 170 mm
- **Price:** € 14,600

**Belly wrap**

- **Size:** w 520 mm x h 100 mm
  - backside about 55 mm unprinted due to bonding
- **Price:** € 23,790

**Cover flap**

- **Size cover side:** w 115 mm x h 202 mm
- **Size inside:** w 115 mm x h 297 mm
- **Price:** € 21,800

**Center flap**

- **Size:** w 155 mm x h 297 mm x 4
- **Price:** € 20,790

---

All formats are available on request. Other special advertising formats are possible. Please contact your ICT CHANNEL media experts.
Technical data print

Printing technique / completion

<table>
<thead>
<tr>
<th>Printing technique</th>
<th>Processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>sheetfed offset</td>
</tr>
<tr>
<td>Content</td>
<td>role offset</td>
</tr>
<tr>
<td>Paper</td>
<td>upgraded newsprint paper</td>
</tr>
<tr>
<td>Processing</td>
<td>saddle stitching</td>
</tr>
<tr>
<td>Format</td>
<td>Trimmer format: 230 x 297 mm add 5 mm per trimmed edge for bleed size</td>
</tr>
<tr>
<td>Type area</td>
<td>193 x 258 mm</td>
</tr>
</tbody>
</table>

Loose inserts, bound inserts, tip-on ads, CDs

<table>
<thead>
<tr>
<th>Loose inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum size</td>
</tr>
<tr>
<td>Maximum size</td>
</tr>
<tr>
<td>Minimum weight</td>
</tr>
<tr>
<td>Maximum weight</td>
</tr>
<tr>
<td>Positioning</td>
</tr>
</tbody>
</table>

Loose inserts must be delivered as trimmed and folded end products and be suitable for machine processing. Insertion options: all copies, or for specific zip-code areas.

<table>
<thead>
<tr>
<th>Bound inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extent</td>
</tr>
<tr>
<td>Minimum size</td>
</tr>
<tr>
<td>Maximum size</td>
</tr>
<tr>
<td>Trimmed pages</td>
</tr>
<tr>
<td>Minimum weight</td>
</tr>
<tr>
<td>Placement</td>
</tr>
</tbody>
</table>

Bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing.

<table>
<thead>
<tr>
<th>Tip-ons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folded products must be closed towards the gutter and be suitable for machine processing. Positioning options are available on request. Insertion options: all copies, or for specific zip-code areas.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning on request</td>
</tr>
</tbody>
</table>

File names

File names should be given as in the example:
Customer name_ICT CHANNEL_issue (e.g.: Mustermann_ICT CHANNEL_1_21)

Proof: Content proofs must be delivered in 4c based on the standard “PSO_INP_Paper_eci.icc” for offset printing.
Cover proofs must be delivered in 4c based on the standard “ISOcoated_v2_eci.icc” for offset printing, unless we may not print your ad. The appropriate profiles may be downloaded at www.eci.org.
Small tonal value deviations are respectively within the tolerance range of the web offset printing.
Black tone surfaces are to be underlined with 40% raster in cyan.
FTP access: on request

Delivery date and delivery address

Please ask your contact person.

L.N. Schaffrath DruckMedien GmbH & Co. KG
Marktweg 42-50, 47608 Geldern
Delivery note: please mark clearly: “loose/bound insert CUSTOMER, for ICT CHANNEL issue xy/2021”
<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Description</th>
<th>Price</th>
<th>Impression</th>
<th>Image Size</th>
<th>File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Large-/Leaderboard</strong></td>
<td>€200.- / 1,000 Ad Impressions</td>
<td>(970 x 90 pixel, 150-300 KB)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2 Billboard</strong></td>
<td>€295.- / 1,000 Ad Impressions</td>
<td>(970 x 250 resp. 800 x 250 pixel, 150-300 KB)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3 Wide Skyscraper (sticky)</strong></td>
<td>€200.- / 1,000 Ad Impressions</td>
<td>(160 x 600 pixel, 40-80 KB)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>4 / 5 Halfpage Ad</strong></td>
<td>€220.- / 1,000 Ad Impressions</td>
<td>(300 x 600 pixel, 150 KB)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6 Medium Rectangle</strong></td>
<td>€205.- / 1,000 Ad Impressions</td>
<td>(300 x 250 pixel, 40-80 KB)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7 Native Ad, pos. 1+2</strong></td>
<td>€350.- / 1,000 Ad Impressions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8 Content Super Banner, pos. 1+2</strong></td>
<td>€350.- / 1,000 Ad Impressions</td>
<td>(640 x 250 pixel, 150 KB)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>9 Video Ad</strong></td>
<td>€205.- / 1,000 Ad Impressions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Possible file formats: GIF, JPEG, PNG, HTML5, third-party codes
Details correspond to recommended file size, max. 1 MB possible

Recommended display time: max. 15 - 30 Sec.
Special ads & ad formats mobile

Special ads

Wallpaper 1
€ 310.- / 1,000 Ad Impressions
Leaderboard (728 x 90 pixel)
+ Wide Skyscraper (160 x 600 pixel), 80 KB

Wallpaper 2
€ 350.- / 1,000 Ad Impressions
Large Leaderboard (970 x 90 pixel)
+ Halfpage Ad (300 x 600 pixel), 150 KB

Fireplace
€ 450.- / 1,000 Ad Impressions
Top (990 x 90 pixel), 150 KB
+ Wide Skyscraper left / right (160 x 600 pixel), 80 KB

Possible file formats: GIF, JPEG, PNG, HTML5, third-party codes
Details correspond to recommended file size, max. 1 MB possible

Ad formats mobile

Top position
Mobile banner (6:1) 320 x 50 px
Mobile banner (4:1) 320 x 75 px
Mobile banner (alternative) 320 x 100 px
recommended: 80 KB

Mobile (InContent)
Mobile content (6:1) 320 x 50 px
Mobile content (4:1) 320 x 75 px
Mobile content (alternative) 320 x 100 px
Mobile rectangle 300 x 250 px
Mobile interstitial 320 x 480 px
Mobile halfpage ad 300 x 600 px
recommended: 80-150 KB

Mobile Parallax
300 x 600 pixel, recommended: 150 KB

Due to different pixel density of the devices, all banner formats can also be requested in double size.
Prices on request.
Lieber Herr Mustermann,


Stefan Adelmann
Chefredakteur ICT CHANNEL

The ICT CHANNEL newsletter provides your customers twice daily (mo - fr, am + pm) with information – quickly, up-to-date and targeted. More than 16,000¹ users receive tailor-made news, product reports and specialist articles. The newsletter is the perfect advertising medium for product presentations and event notes. ¹ 11/2020

Leaderboard
630 x 90 pixel, max. 200 KB
Leaderboard in the e-Paper Newsletter: € 1,490.-

Billboard
630 x 200 pixel, max. 200 KB

Small Rectangle
291 x 156 pixel, max. 200 KB,
an image to be supplied by the customer
(logo or logo with textual content)

Native ad without logo
visualization like articles
headline + image + text and ad URL (max. 1 link)
image: 225 x 127 pixel, max. 200 KB
headline: max. 40 characters, text: max. 300 characters each incl. spaces

Text ad with logo
visualization like articles
headline + image + text + logo and ad URL (max. 1 link)
image: 225 x 127 pixel, max. 200 KB, logo: 150 x 50 pixel
headline: max. 40 characters, text: max. 300 characters each incl. spaces

Video ad (on request)
YouTube/Vimeo URL for integration.

Per advertising medium per week € 4,900

File format: PNG, JPEG, GIF*
*GIF only without animation

All newsletter advertising formats are optimized for mobile devices
Customized newsletter

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

Technical specifications

Generated by WEKA FACHMEDIEN

- subject line: max. 150 characters including spaces
- logo: 150 x 50 px
- max. 3 images:
  - version A: 1 header image 630 x 200 px
  - + 2 further images of 270 x 200 px
- version B: 3 x 270 x 200 px
- text: max. 2,000 characters without spaces
- links: max. 5
- optional video ad: YouTube/Vimeo URL for integration

Delivery of finished HTML mailing

- width: 630 pixels
- standard fonts: Georgia, Times New Roman, Arial, Verdana, Courier New
- CSS: don’t use CC strings within the HTML that send CSS strings in a separate file
- maximum file size: max. 300 KB per image;
  - maximum 2 MB per newsletter
- font size: not smaller than 10 pt
- do not use forms
- use tables for layout
- image formats: jpg, gif, png

Data delivery: latest on the 5th working day, 12 o’clock before the newsletter will be sent. Send to: DISPO.ict-channel@wekanet.de

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

plus € 149.- handling costs for selection,
at least 1,000 recipients
Web-seminar

Lead generation with web-seminars

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

Services

- Print advertisement to promote the web-seminar (booking at least 6 weeks before the web-seminar)
- Native ad for application in two ICT CHANNEL newsletters
- Native ad to advertise on ict-channel.com 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: € 5,990.- (no discounts)
Suppliers’ compass

Companies from the ICT industry present themselves in the supplier compass on ict-channel.com

With a premium entry, you ensure that your customers find you even better! Take advantage of the many possibilities on ict-channel.com: from a comprehensive company profile including pictures and videos to the presentation of current company events and trade fair appearances. The exclusive ranking system also ensures premium customers one of the top places in the product search.

Advantages for premium suppliers

- Each editorial article containing your company name features a box with all other articles about your company.
- Each editorial article containing a booked keyword features a box with your company logo and your contact details.
- Your company news within the editorial contents will also be shown in the premium entry.
- Editorial mentioning of the premium entry on the website and in the newsletter.
- High visibility of the premium entry when a product is searched for in the suppliers’ compass: your logo is displayed as well.
- Add events, pictures, videos or whitepapers to your premium entry.
- Only premium suppliers are able to book keywords (e.g. datacenter, security, unified-communications, etc.). Editorial articles containing your company name or booked keyword will feature your company logo as well as a link to your premium entry.

Customers can find the right provider!
Book your premium entry in the suppliers’ compass of ict-channel.com now!
www.ict-channel.com/anbieterkompass/

Price: € 2,490.- / 12 months (no discounts)
Including on keyword for free! (36,000 impressions max.)
Price per additional keyword: € 990.- / 12 months

Watch the video
Series of events: digital solution days

The digital solution days are the virtual event series of ICT CHANNEL and funkschau around the crucial topics and developments of the ICT landscape. Whether cyber security or home office, whether digital workplace or managed services: Resellers, system houses, IT consultants and service providers find the perfect platform here on several dates a year to exchange ideas with providers and experts, to network and to inform themselves - highly interactive and always practical.

Use the digital solution days to present your products and your strategy in a unique, thematically coordinated environment. Among other things, in lectures, workshops, showrooms and via your customisable company presentation, you will have numerous opportunities to get in touch with participants.

Event dates:

July 1, 2021: »Storage«
September 23, 2021: »Cyber Security«
Customized events

For over 20 years, WEKA FACHMEDIEN has been organising, in close cooperation with the responsible editorial team, around 45 national and international B2B trade congresses, tech forums, symposia and intensive seminars every year. Depending on the customer’s wishes, our services are available in modules or as an „all-round carefree package” (full-service concept) tailored to your company’s needs.

If required, we can organise the entire event for you - as a face-to-face event or virtually: trade fairs, conferences & web-seminars.

Our services

- development of ideas and conception of events
- acquisition of speakers, keynote speakers, exhibitors and sponsors
- moderation
- layout and printing of brochures and programme flyers
- layout of advertisements and online advertising services
- creation of media plan
- creation and maintenance of event websites
- video shooting on site
- participant management, handling
- location scouting, catering, technology
- creation of supporting programme and conference documents
- budget planning, control
- evaluation, documentation and follow-up

Advantages of virtual events

- promotion of the virtual event on all channels of our trade media
- accessibility - globally 24/7
- optimal target group approach
- plenty of space for your product presentations, videos, image galleries, documents
- numerous interaction options: Live chat, video calls, interactive surveys, web seminars
- qualified lead generation: you receive all contact data of stand visitors/participants after approval of the GDPR

Trade fairs

- your virtual stand is open 24/7 during the fair
- individual design (based on our templates)
- the visitor finds all information in one place
- on request: speaker slot with your specialist presentation in our virtual conference hall
- statistics and reporting of stand visitors

Conferences

- speaker slot with your web-seminar on the virtual stage (45 minutes + Q&A)
- your virtual showroom: show innovations in the live stream - participants can join it and you interact via chat, Q&A, surveys/ polls and handouts
- your own company page with company profile, contact person and contact form and the possibility for participants to arrange video calls with you
- logo presence in the partner directory
- networking functions: match-making and speed-dating will put you in direct contact with participants

Web-seminars

With web seminars, you actively and live involve your customers in a specific topic, and your audience can ask questions via chat. Underline your know-how with a dynamic and interactive presentation and convince customers of the benefits of your products and the competence of your company.

>> details on page 16
Reader test - 5 stars plus for your product

The ICT CHANNEL reader test offers you the perfect content marketing tool to interactively reach your target group and subsequently convince new customers with a credible seal of approval. An independent jury from the ICT CHANNEL readership evaluates your product, while the ICT CHANNEL team editorially accompanies the reader test on all ICT CHANNEL channels.

Media services print

- editorial test call in ICT CHANNEL
- interim editorial report in ICT CHANNEL
- final editorial report & award of the test seal in ICT CHANNEL
- high gloss print underlay with your reader’s test (1,000 copies)

Media services digital

- test call and final report also on ict-channel.com
- test call and final report on the ICT CHANNEL social media channels
- advertising and reports via the ICT CHANNEL newsletter

Use the credible ICT CHANNEL test seal for your entire market communication.

€ 19,900 - Euro (no discounts)
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.

Example keyword cloud / example company Fujitsu

Advantages

- direct link to your homepage or your online shop
- prominent placement in editorial content
- high attention and high probability to click
Social media plus

Online advertorial incl. social media plus

The online advertorial is ideal for presenting complex topics to ICT CHANNEL readers over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This gives your content a high level of credibility. Combine this native communication solution with the social media plus package and increase your social media reach at the same time!

Services online advertorial incl. social media plus

- complete creation of the advertorial after receiving text and image
- placement of your advertorial in the editorial environment on the start page of ict-channel.com incl. picture and link
- digital display: content and teasers are displayed on both displayed on the desktop as well as on mobile devices
- post with link to the advertorial on social media channels of ICT CHANNEL (Facebook, Xing, Twitter)

Price: € 2,490

Additional native ad and newsletter

- native ad 2 weeks with 10,000 AIs
- placement of the advertorial in the daily newsletter (1 week)

Price: € 4,900

Material required by you

- lead image, format 16:9
- headline, max. 65 characters incl. spaces
- teaser text, max. 300 characters incl. spaces
- advertorial text, characters unlimited (recommendation up to max. 7,000 characters incl. spaces)
- lead text for social media, approx. 100 - 200 characters + hashtags
Customized services

**PR services / content creation**
Whether you want to arouse curiosity, convince or inform - we support and mediate the creation of neutral, independent and customized tailored content. Convince with high-quality texts that are interesting for your target group, for example success stories, interviews, advertorials, professional articles, product presentations.

**Lead generation**
Generate valuable contact data from potential customers, for example with: web-seminars, white paper, sweepstakes.

**Event management**
Benefit from our professional all-round package for your events. Whether in-house exhibitions, roundtables, partner events or press conferences - we organize your tailor-made event. Our event services include among others: conception, location selection, speaker placement, invitation management, catering.

**Video and audio productions**
Our own video team, which produces over 300 films a year is at your disposal for film and audio productions of all types as well as postproduction and editing. Examples: company presentation, trade fair films, interviews, product clips.

**Translations**
Professional translations are becoming more and more important with increasing internationalization. Let our service providers translate your documents, such as marketing materials, white papers, operating instructions or data sheets, for specific target groups and technical fields, using the correct specialist terminology.

**Cross-industry media planning**
Benefit from our numerous media brands in the form of a cross-target group and cross-industry media planning within WEKA FACHMEDIEN. Print, online, social media, events.

**Social media concepts**
With a cross-brand concept, you can also reach your customers via our social media channels and network productively with your target group.

**Market research**
Would you like to measure the success of a campaign? Or do you want to test the launch of a new product? Our individual market research tools, such as a copy test tailored to your needs or a targeted online survey, are available to you for this purpose.

„WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a crossmedia marketing portfolio across all industries.“
1. An “order” in the sense of the general terms and conditions that follows is a contract relating to the publication of one or more advertisements in an advertisement section of the company or publication of an advertisement in an advertisement section of the company or publication of an advertisement material. The publisher reserves the right to insert in another number at a suitable spot. Categorized ads will be printed in the particular column without further comment or expression by the client. The publisher will be entitled to help the client to change the date of appearance of online advertising for technical or other comprehensible reasons.

2. The client may cancel orders for online advertising after completion of the contract. Cancellation must be in writing.

3. The client is required to insert an advertisement in a suitable spot, that is be inserted in accordance with the instructions of the publisher. In the event that no specific instructions are given, the publisher will be entitled to decide on the insert which the client has to make.

4. Proof will only be supplied if expressly wished. The client bears responsibility for the correctness of the prints.

5. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official stipulations, or their publication is unacceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their approval. Supplements that create the impression with the reader, through their format, version, content or the particular context in which they are inserted, that they are advertisements will not be accepted. Rejected orders will be communicated to the client immediately.

6. The client is required to make the delivery of proper copy for print or for delivery of materials required for online advertising. In the case of digital ready to print copy the client undertakes to deliver proper copy, complying in particular with the format and the technical specifications of the publisher, punctually for the print copy deadline.

7. All claims of the client for the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the origin of such claims, that is unless they are founded on claims of deliberate negligence.

8. Proof will only be supplied if expressly wished. The client bears responsibility for the correctness of the prints.

9. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official stipulations, or their publication is unacceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their approval. Supplements that create the impression with the reader, through their format, version, content or the particular context in which they are inserted, that they are advertisements will not be accepted. Rejected orders will be communicated to the client immediately.

10. The client is required to make the delivery of proper copy for print or for delivery of materials required for online advertising. In the case of digital ready to print copy the client undertakes to deliver proper copy, complying in particular with the format and the technical specifications of the publisher, punctually for the print copy deadline.

11. Online advertising will be made as reasonably seen fit with the greatest possible consideration for the client's interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The publisher reserves the right to change the date of appearance of online advertising for technical or other comprehensible reasons.

12. The client avowes that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect they indemnify the publisher from all claims by third parties, and grant the publisher the rights of usage necessary for publication of the advertising material.