ICT CHANNEL

ict-channel.com

Digital | Print | Events | Customized Services
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: 34,456
(source: IVW, 1. half-year 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!”

182,249 visits and 374,308 page impressions in average per month (IVW-online 08/2020 - 07/2021).

“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: digital Health, storage, cyber security and more.
Circulation / distribution

Trade journal circulation and distribution analysis

Total distribution - ICT CHANNEL

<table>
<thead>
<tr>
<th>Total distributed circulation*</th>
<th>=</th>
<th>Circulation Print</th>
<th>+</th>
<th>Circulation Digital (E-Paper)</th>
</tr>
</thead>
<tbody>
<tr>
<td>34,456</td>
<td></td>
<td>19,308</td>
<td></td>
<td>15,148</td>
</tr>
</tbody>
</table>

* source: IVW, 1. half-year 2021

The ICT CHANNEL is read by 3 people per print issue on average. Source: Impact and resonance analysis 2020/2019

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the ict-channel.com website.

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
- contacted a manufacturer
- recommended the advertised product or service to my customers for purchase
- recommended the advertised product or service to my colleagues
- visited the company’s website
- I thought about new fields of business
- at least one of the reactions mentioned

Industry of the company

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

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 once
- have bought several times
- have informed myself to prepare for the purchase
- no reaction yet

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 14, 2022</td>
<td>Dec 15, 2021</td>
<td>Dec 16, 2021</td>
<td>refurbishing / remarketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jan 28, 2022</td>
<td>Jan 14, 2022</td>
<td>Jan 18, 2022</td>
<td>distribution</td>
<td>server</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Feb 11, 2022</td>
<td>Jan 28, 2022</td>
<td>Feb 01, 2022</td>
<td>monitors</td>
<td>notebooks &amp; convertibles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Feb 25, 2022</td>
<td>Feb 11, 2022</td>
<td>Feb 15, 2022</td>
<td>digital workplace</td>
<td>education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Mar 11, 2022</td>
<td>Feb 25, 2022</td>
<td>Mar 01, 2022</td>
<td>printer &amp; managed printing services</td>
<td>datacenter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Mar 25, 2022</td>
<td>Mar 11, 2022</td>
<td>Mar 15, 2022</td>
<td>system house business</td>
<td>cyber security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Apr 08, 2022</td>
<td>Mar 25, 2022</td>
<td>Mar 29, 2022</td>
<td>recruiting skilled workers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Apr 22, 2022</td>
<td>Apr 06, 2022</td>
<td>Apr 08, 2022</td>
<td>DTK &amp; UC</td>
<td>digital signage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>May 06, 2022</td>
<td>Apr 22, 2022</td>
<td>Apr 26, 2022</td>
<td>cloud services</td>
<td>value added distribution</td>
<td>storage</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>May 20, 2022</td>
<td>May 06, 2022</td>
<td>May 10, 2022</td>
<td>network infrastructure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Jun 03, 2022</td>
<td>May 19, 2022</td>
<td>May 23, 2022</td>
<td>managed services</td>
<td>workstations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Jun 17, 2022</td>
<td>Jun 01, 2022</td>
<td>Jun 03, 2022</td>
<td>sustainability/Green IT</td>
<td>public sector</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Jul 01, 2022</td>
<td>Jun 17, 2022</td>
<td>Jun 21, 2022</td>
<td>cyber security</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Jul 15, 2022</td>
<td>Jul 01, 2022</td>
<td>Jul 05, 2022</td>
<td>gaia-X</td>
<td>system house business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Aug 12, 2022</td>
<td>Jul 29, 2022</td>
<td>Aug 02, 2022</td>
<td>gaming</td>
<td>TC &amp; UC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Sep 09, 2022</td>
<td>Aug 26, 2022</td>
<td>Aug 30, 2022</td>
<td>artificial intelligence</td>
<td>smart home</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Sep 23, 2022</td>
<td>Sep 09, 2022</td>
<td>Sep 13, 2022</td>
<td>SiT infrastructure</td>
<td>video &amp; conference technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Oct 07, 2022</td>
<td>Sep 22, 2022</td>
<td>Sep 26, 2022</td>
<td>data protection</td>
<td>cyber security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Nov 18, 2022</td>
<td>Nov 04, 2022</td>
<td>Nov 08, 2022</td>
<td>educatuion</td>
<td>monitors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Dec 02, 2022</td>
<td>Nov 18, 2022</td>
<td>Nov 22, 2022</td>
<td>datacenter</td>
<td></td>
<td></td>
<td>case studies</td>
</tr>
<tr>
<td>25</td>
<td>Dec 16, 2022</td>
<td>Dec 02, 2022</td>
<td>Dec 06, 2022</td>
<td>backup/data security</td>
<td>storage</td>
<td></td>
<td>producers of the year</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.)

* trimmed format
bleed 5 mm on the open sides

Print advertising material
please send by e-mail to:
DISPO.ICT-CHANNEL@wekanet.de
Advertising rates and formats (without VAT)
Ad prices valid from Jan 01, 2022

<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>

within Reseller Market

<table>
<thead>
<tr>
<th>format</th>
<th>basic price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 3,600</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>

Loose inserts

<table>
<thead>
<tr>
<th>Weight</th>
<th>loose inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g per 1,000 pieces</td>
<td>€ 290.-(incl. postal charges)</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>

Bound inserts

<table>
<thead>
<tr>
<th>Variants</th>
<th>bound inserts</th>
</tr>
</thead>
<tbody>
<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>

Ad with attached postcard

Minimum format: 1/1 page
74.- € 0/00 Adhesive costs incl. postage (machine bonding, manual on request)

Terms of payment

Payment within 21 days without deduction.

Bank details: HypoVereinsbank, München
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMXX
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 and processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
</tr>
<tr>
<td>Content</td>
</tr>
<tr>
<td>Paper</td>
</tr>
<tr>
<td>Processing</td>
</tr>
<tr>
<td>Format</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Type area</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Loose inserts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum size</td>
<td>105 mm x 148 mm</td>
</tr>
<tr>
<td>Maximum size</td>
<td>10 mm less in height and width than the carrier product</td>
</tr>
<tr>
<td>Minimum weight</td>
<td>minimum 150 gsm for single leaf</td>
</tr>
<tr>
<td>Maximum weight</td>
<td>on request</td>
</tr>
<tr>
<td>Positioning</td>
<td>best possible</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>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Extent</td>
<td>4 pages (more pages on request)</td>
</tr>
<tr>
<td>Minimum size</td>
<td>105 mm x 148 mm</td>
</tr>
<tr>
<td>Maximum size</td>
<td>carrier-product format</td>
</tr>
<tr>
<td>Trimmed pages</td>
<td>must have an additional 4 mm on each border to be cut off</td>
</tr>
<tr>
<td>Minimum weight</td>
<td>100 gsm for 4-page-products</td>
</tr>
<tr>
<td>Placement</td>
<td>only between the different sections</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>
<th></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>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CDs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning on request</td>
<td></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_22)

Proof: must be delivered in 4c based on the standard
Content proofs: “PSO-INP_Paper_eci.icc”
Cover proofs: “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/2022”
<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Price per 1,000 Ad Impressions</th>
<th>Dimensions/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Large-/Leaderboard</td>
<td>€ 200.- / 1,000 Ad Impressions</td>
<td>(970 x 90 pixel, 150-300 KB)</td>
</tr>
<tr>
<td>2 Billboard</td>
<td>€ 295.- / 1,000 Ad Impressions</td>
<td>(970 x 250 resp. 800 x 250 pixel, 150-300 KB)</td>
</tr>
<tr>
<td>3 Wide Skyscraper (sticky)</td>
<td>€ 200.- / 1,000 Ad Impressions</td>
<td>(160 x 600 pixel, 40-80 KB)</td>
</tr>
<tr>
<td>4 / 5 Halfpage Ad</td>
<td>€ 220.- / 1,000 Ad Impressions</td>
<td>(300 x 600 pixel, 150 KB)</td>
</tr>
<tr>
<td>6 Medium Rectangle</td>
<td>€ 205.- / 1,000 Ad Impressions</td>
<td>(300 x 250 pixel, 40-80 KB)</td>
</tr>
</tbody>
</table>
| 7 Native Ad, pos. 1+2        | € 350.- / 1,000 Ad Impressions | headline: max. 25 characters
                           teaser text: max. 90 characters
                           picture size: 300 x 225 or 300 x 169 pixel
                           logo (optional): 75 x 25 pixel (3:1)                                               |
| 8 Content Super Banner, pos. 1+2 | € 350.- / 1,000 Ad Impressions | (640 x 250 pixel, 150 KB)                                                            |
| 9 Video Ad                   | € 205.- / 1,000 Ad Impressions | file format: MP4
                           file size: at least 1,280 x 720, Bitrate: 1,500 kBit/s, max. 30 MB
                           Recommended display time: max. 15 - 30 Sec.                                        |

Possible file formats: GIF, JPEG, PNG, HTML5, third-party codes. Details correspond to recommended file size, max. 1 MB possible.
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.
The **ICT CHANNEL newsletter** provides your customers twice daily (mo - fr, am + pm) with information – quickly, up-to-date and targeted. More than 15,100 users receive tailor-made news, product reports and specialist articles. The newsletter is the perfect advertising medium for product presentations and event notes.

### 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:**
  - Image with text: PNG
  - Image without text: JPG or GIF (GIF only without animation)
- Prices per mailing

---

### 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

- 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
- 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: € 6,990.- (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.

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

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

The digital solution days are the virtual event series of funkschau and ICT CHANNEL around the crucial topics and developments of the ICT landscape. Whether cyber security or home office, whether digital workplace or managed services:

Here CIOs, CDOs, IT managers and specialists, as well as those responsible for digitization, find the perfect platform on several dates each year to exchange ideas with providers and experts, to network and to inform themselves - in a highly interactive and practical way.

Benefit from 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 customizable company presentation, you will have numerous opportunities to get in touch with participants.

October 2022: Digital Workplace Forum

The Digital Workplace Forum: the event all about the decisive facets of the workplace of the future.

For one day, decision-makers from a wide range of industries will learn about strategies for success in digital work and how it is significantly shaping corporate culture and business structure. The perfect platform for manufacturers, service providers and distributors to inform a top-class expert audience about their strategies, technologies and solutions - in a unique atmosphere.

Core topics of the Digital Workplace Forum:

- digital workplace strategies
- unified communications & collaboration
- cloud services: private, hybrid and public cloud models
- mobile working
- data protection and compliance
- security concepts for the digital workplace
- change management and employee development
- big data, VR, machine learning, AI: What does the future hold?

Present your solutions and strategies at the Digital Workplace Forum 2022 in Fürstenfeldbruck.

More information: www.digital-workplace-forum.de
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 15
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)
STUDIES

The editorial teams of our media brands use their in-depth expertise to develop question concepts on the most important focus topics of the moment. By means of a targeted application strategy, we ensure that the study not only receives the ideal amount of attention, but also that the results are meaningful, reliable and of high quality. You benefit from comprehensive communication: we pick up the results in our editorial reporting, develop a high-quality paper based on the study, which also includes your content, and make this and the most important facts available to companies, the media and, of course, for your PR and marketing measures.

Option 1: surveys

**Implementation:**
- study by the editorial staff of the ICT network with a neutral topic (for example: cyber security)
- questions created by ICT editorial staff
- creation, hosting and evaluation by editorial staff
- number of cases: N = 150 (minimum)
- paper (digital) with editorial content, editorial evaluations and analyses

**Sponsorship packages:**

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>company profile in paper (digital)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>logo placement in all advertising activities</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>provision of the study results</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>provision of the paper for marketing purposes (accessibility via registration required)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>question(s) in the study</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>statements in paper (digital)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>interview in paper (digital)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Price: 9,990.- Euro

Advertising activities:
- one customized newsletter and native ad in the newsletter and on the website
- prize draw to generate participants

Option 2: survey with consulting/evaluation

**Implementation:**
- survey consisting of up to 15 questions
- delivery of the questions by the customer, on request with content consulting by WEKA Consulting
- creation and hosting by WEKA
- number of cases: N = 50 (minimum)
- duration: approx. 4 weeks
- reporting: creation of a paper (digital) based on the survey results (management summary, graphics, etc.)

**Advertising activities:**
- one customized newsletter and native ad in the newsletter and on the website
- prize draw to generate participants

Price: 14,990.- Euro
THE TESTLAB
Over 20 years of testing expertise – From experts for experts

We test your products and document their quality metrologically and with database support. On request, we can prepare further expert reports, such as a usability test or a competitive benchmark.

Our product check is particularly exciting: you will receive a valuable certificate including a detailed laboratory report if your product has met at least 66% of the laboratory criteria.

YOUR ADVANTAGES

- decades of market knowledge
- modern test architecture and measurement technology
- unique test procedures
- product database supported competitive analysis

Hard, transparent and fair testing:
Use the expertise and quality of our Testlab to learn everything about your product.

Usability check/FFU

You want to bring a new product to the market but you are unsure how it will be received by the customer. Ask Testlab for a usability check/fitness for use test.

Product check

Your product is one of a kind and you like to prove it: The Testlab product check provides the end user orientation in a more and more non-transparent supply of accessories. Obtaining the Testlab certificate is to be assessed as a quality characteristic.

Product test

You want to know all about your product before going to market. Then a product test covers usability check, product check and all relevant technical measurements for you.

Product competition analysis

Is you product ready to succeed? We will find the answer: We author an objective ranking of your product in comparison to the market competition based on customer needs, including an estimation of the market chance based on the technical parameters. We use a complex and extensive database that covers all products relevant to the market, some of them with more than 400 KPIs. Our facilities enable the objective rating of all technically relevant parameters.

www.connect-testlab.com
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.

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

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)
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, 1280 x 720 px, 300 dpi resolution
• 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
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.

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.

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.

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.

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.

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.”
In cases where a number of related files are sent, the client will ensure that these data are sent and/or mechanical reproduction rights in Germany] or other copyright associations and/or owners.

The publisher undertakes to deliver proper copy, complying in particular with the format or the technical specifications of the publisher, punctually for the print copy deadline. In the case of digital ready to print copy the client undertake the right to change the date of appearance of online advertising for technical or other comprehensible reasons.

Advertisements that are not recognizable as advertisements because of their editorial composition of a specimen of the supplement or their approval. Supplements that create the impression with the reader, unjustified 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 or their approval. Supplements that come closest to the intended business import of the term and condition now considered to the purpose of passing by, or if the substitute advertisement is again not free of faults, the client may claim a impression of a faultless substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable term set them for this purpose by pass, or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).

The contract must report evidence insufficiencies of the advertising in setting within these workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

In other respects the publisher is only liable in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or grossly negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.

In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses in terms of consequential damages, savings losses, reputation losses and damage of profit. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act the publisher is liable according to statutory provisions.

In the case of box number advertisements the publisher applies due diligence in safekeeping and forwarding the offers. Registered letters and express letters in response to box number advertisements are only forwarded by regular mail. Receipts from box number advertisements are kept for four weeks. Letters that are not collected during this time are destroyed.

If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claiming such a joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher.

All claims by the client of 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.

Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the supplied ready to print copy and/or advertising material not be immediately discernible but only become so in the ready to print copy and/or advertising material not be immediately discernible but only become so in the case of technical quality of the supplied ready to print copy and/or advertising material not be immediately discernible but only become so in the case of technical quality of
Contact

Media consulting

Eric Weis
Sales Director
+49 89 25556-1390
eweis@weka-fachmedien.de

Gina Gießmann
Account Manager
+49 89 255 56 - 1576
ggießmann@weka-fachmedien.de

Sofie Steuer
Account Manager
+49 8925556-1452
stueuer@weka-fachmedien.de

Nicole Wawrzinek
Account Manager
+49 8925556-1087
nwawrzinek@weka-fachmedien.de

Christina Gottwald
Sales Operations Specialist
+49 89 25556-1351
cgottwald@weka-fachmedien.de

Editorial office

Stefan Adelmann
Editor-in-chief
+49 89 25556-1352
sadelmann@weka-fachmedien.de

Martin Fryba
Senior Editor / Deputy Editor-in-Chief
+49 89 25556-1559
mfryba@weka-fachmedien.de

Lars Bube
Editor
+49 89 25556-1502
lbube@weka-fachmedien.de

Andrea Fellmeth
Managing Editor
+49 89 25556-1520
afellmeth@weka-fachmedien.de

Dr. Michaela Wurm
Chief Reporter
+49 89 25556-1561
mwurm@weka-fachmedien.de

Stephanie Jarnig
Content Management
+49 89 25556-1239
sjarnig@weka-fachmedien.de

Natascha Schönemann
Assistant
+49 89 25556-1511
nschoenemann@weka-fachmedien.de

Selina Doulah
Editor
+49 89 25556-1589
sdoulah@weka-fachmedien.de

Publisher

Matthäus Hose
Executive Director
+49 89 25556-1302
mhose@weka-fachmedien.de

Marc Adelberg
Director New Business
+49 89 25556-1572
madelberg@weka-fachmedien.de

Marc Schneider
Distribution Manager
+49 89 25556-1509
mschneider@wekanet.de

Thomas Ebert
Marketing & Event Director
+49 89 25556-1713
tebert@weka-fachmedien.de

Ute Beyer
Projectcoordination New Business
+49 89 25556-1577
ubeyer@weka-fachmedien.de

Melanie Greier
Distribution
+49 89 25556-1510
mgreier@wekanet.de

Claudia Borst
Marketing
+49 89 255 56-1712
cborst@weka-fachmedien.de