ICT CHANNEL
ict-channel.com

Digital | Print | Events | Customized Services
Media brand

ICT CHANNEL

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.
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><strong>34,456</strong></td>
<td></td>
<td><strong>19,308</strong></td>
<td></td>
<td><strong>15,148</strong></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...

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>contacted a wholesaler or distributor</td>
<td>38%</td>
</tr>
<tr>
<td>contacted a manufacturer</td>
<td>40%</td>
</tr>
<tr>
<td>recommended the advertised product or service to the provider</td>
<td>59%</td>
</tr>
<tr>
<td>recommended the advertised product or service to my colleagues</td>
<td>51%</td>
</tr>
<tr>
<td>visited the company’s website</td>
<td>73%</td>
</tr>
<tr>
<td>thought about new fields of business</td>
<td>61%</td>
</tr>
<tr>
<td>at least one of the reactions mentioned</td>
<td>92%</td>
</tr>
</tbody>
</table>

Industry of the company

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

<table>
<thead>
<tr>
<th>Form of Enterprise</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer trade with shop</td>
<td>19%</td>
</tr>
<tr>
<td>Computer trade without shop</td>
<td>51%</td>
</tr>
<tr>
<td>System house / Software house</td>
<td>57%</td>
</tr>
<tr>
<td>System integrator</td>
<td>48%</td>
</tr>
<tr>
<td>TC trade</td>
<td>46%</td>
</tr>
<tr>
<td>Mail order business</td>
<td>17%</td>
</tr>
<tr>
<td>Retail (department stores, area markets)</td>
<td>14%</td>
</tr>
<tr>
<td>VAR (Value Added Reseller)</td>
<td>37%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>have bought once</td>
<td>10%</td>
</tr>
<tr>
<td>have bought several times</td>
<td>28%</td>
</tr>
<tr>
<td>have informed myself to prepare for the purchase</td>
<td>42%</td>
</tr>
<tr>
<td>no reaction yet</td>
<td>20%</td>
</tr>
</tbody>
</table>

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, 222</td>
<td>Jan 18, 222</td>
<td>distribution</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Feb 11, 2022</td>
<td>Jan 28, 222</td>
<td>Feb 01, 222</td>
<td>monitors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Feb 25, 2022</td>
<td>Feb 11, 222</td>
<td>Feb 15, 222</td>
<td>digital workplace</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Mar 11, 2022</td>
<td>Feb 25, 222</td>
<td>Mar 01, 222</td>
<td>printer &amp; managed printing services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Mar 25, 2022</td>
<td>Mar 11, 222</td>
<td>Mar 15, 222</td>
<td>system house business</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Apr 08, 2022</td>
<td>Mar 25, 222</td>
<td>Mar 29, 222</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, 222</td>
<td>Apr 08, 222</td>
<td>DTK &amp; UC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>May 06, 2022</td>
<td>Apr 22, 222</td>
<td>Apr 26, 222</td>
<td>cloud services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>May 20, 2022</td>
<td>May 06, 222</td>
<td>May 10, 222</td>
<td>network infrastructure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Jun 03, 2022</td>
<td>May 19, 222</td>
<td>May 23, 222</td>
<td>managed services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Jun 17, 2022</td>
<td>Jun 01, 222</td>
<td>Jun 03, 222</td>
<td>sustainability/Green IT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Jul 01, 2022</td>
<td>Jun 17, 222</td>
<td>Jun 21, 222</td>
<td>cyber security</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Jul 15, 2022</td>
<td>Jul 01, 222</td>
<td>Jul 05, 222</td>
<td>gaia-X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Jul 29, 2022</td>
<td>Jul 15, 222</td>
<td>Jul 19, 222</td>
<td>components</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Aug 12, 2022</td>
<td>Jul 29, 222</td>
<td>Aug 02, 222</td>
<td>gaming</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Aug 26, 2022</td>
<td>Aug 11, 222</td>
<td>Aug 16, 222</td>
<td>consumer electronics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Sep 09, 2022</td>
<td>Aug 26, 222</td>
<td>Aug 30, 222</td>
<td>artificial intelligence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Sep 23, 2022</td>
<td>Sep 09, 222</td>
<td>Sep 13, 222</td>
<td>SIT infrastructure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Oct 07, 2022</td>
<td>Sep 22, 222</td>
<td>Sep 26, 222</td>
<td>data protection</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Oct 21, 2022</td>
<td>Oct 07, 222</td>
<td>Oct 11, 222</td>
<td>PC &amp; notebooks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Nov 04, 2022</td>
<td>Oct 20, 222</td>
<td>Oct 24, 222</td>
<td>business software</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Nov 18, 2022</td>
<td>Nov 04, 222</td>
<td>Nov 08, 222</td>
<td>educatuion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Dec 02, 2022</td>
<td>Nov 18, 222</td>
<td>Nov 22, 222</td>
<td>datacenter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Dec 16, 2022</td>
<td>Dec 02, 222</td>
<td>Dec 06, 222</td>
<td>backup/data security</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Notes:
- ICT CHANNEL special issue: Case Studies (Jan 14, 2022), Storage (Feb 25, 2022), Datacenter (Mar 25, 2022), Education (Apr 22, 2022), Storage Producers of the Year (Dec 02, 2022).
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**
- 230 x 143 mm*
- 195 x 128 mm (s. ill.)
- 112 x 297 mm*
- 90 x 259 mm (s. ill.)

**1/3 page**
- 230 x 99 mm*
- 193 x 83 mm (s. ill.)
- 77 x 297 mm*
- 61 x 260 mm (s. ill.)

**2/3 page**
- 230 x 194 mm*
- 193 x 178 mm (s. ill.)
- 152 x 297 mm*
- 127 x 259 mm (s. ill.)

**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.)

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

* trimmed format
bleed 5 mm on the open sides

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

### 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>

### 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**

Surcharges 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

### Discounts

For purchase within 12 months (insertion year)

#### frequency discount from 1/4 page

<table>
<thead>
<tr>
<th>Frequency</th>
<th>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>

#### volume discount

<table>
<thead>
<tr>
<th>Volume</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 pages or more</td>
<td>5%</td>
</tr>
<tr>
<td>6 pages or more</td>
<td>10%</td>
</tr>
<tr>
<td>9 pages or more</td>
<td>15%</td>
</tr>
<tr>
<td>12 pages or more</td>
<td>18%</td>
</tr>
<tr>
<td>15 pages or more</td>
<td>20%</td>
</tr>
<tr>
<td>18 pages or more</td>
<td>22%</td>
</tr>
<tr>
<td>24 pages or more</td>
<td>25%</td>
</tr>
</tbody>
</table>

### Loose inserts

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<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>

### Bound inserts

<table>
<thead>
<tr>
<th>Variants</th>
<th>Price</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)
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>Type area</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_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”
Ad formats website

1 Large-/Leaderboard
€ 200.- / 1,000 Ad Impressions
(970 x 90 pixel, 150-300 KB)

2 Billboard
€ 295.- / 1,000 Ad Impressions
(970 x 250 resp. 800 x 250 pixel, 150-300 KB)

3 Wide Skyscraper (sticky)
€ 200.- / 1,000 Ad Impressions
(160 x 600 pixel, 40-80 KB)

4 / 5 Halfpage Ad
€ 220.- / 1,000 Ad Impressions
(300 x 600 pixel, 150 KB)

6 Medium Rectangle
€ 205.- / 1,000 Ad Impressions
(300 x 250 pixel, 40-80 KB)

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.
Ad formats newsletter

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.

08/2021

**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.
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
  - 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: € 6,990.- (no discounts)
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: € 2,990.- / 12 months (no discounts)
Including on keyword for free! (36,000 impressions max.)
Price per additional keyword: € 990.- / 12 months
**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.

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**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 highly interactive and practical 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
Test seal

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.

■ Implementation:
- survey consisting of up to 10 questions
- delivery of the questions by the customer
- creation and hosting by WEKA Consulting
- number of cases: N = 30 (minimum)
- duration: approx. 2 weeks
- reporting: survey reporting in Excel format

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

■ Price: 9,990.- Euro

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 Consulting
- 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 your 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

Direct link program

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)
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, 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
Customized services

We are your 360° media partner, who can support your company and your products in a variety of ways to help them succeed in the market.

**B2Impact:**
Content creation with 360° communication

**YOUR ADVANTAGES:**
- Content creation for all channels
- Customized publishing
- Full service
- Social media campaigns
- Partner for corporate communications and agencies

**WEKA EVENTS:**
Face-to-Face and virtual events

**YOUR ADVANTAGES:**
- Over 25 years of experience in the event sector
- Innovative and targeted conception with realisation of live and virtual events at the highest level
- A well-rehearsed team as your all-in-one partner

**WEKA ONLINE CAMPUS:**
Web seminars, advanced training

**YOUR ADVANTAGES:**
- Perfect for customer retention and new customer acquisition
- Interactive content marketing tool with lead guarantee
- Increasing corporate awareness through cross-media advertising
- Effective knowledge transfer for your customers

**WEKA CONSULTING:**
Studies, surveys, consulting

**YOUR ADVANTAGES:**
- Individual surveys, market analyses and studies - tailored to your company
- Technical experts analyse customer needs and the strengths of your products

**WEKA TESTLAB:**
Independent test laboratory

**YOUR ADVANTAGES:**
- Independent laboratory for smarthome, ICT and electronics
- Publisher’s own measuring station for high-frequency measurements in the field of mobile telephony
- Unique method for objective measurement of WLAN connections
- Elaborate measurement of cameras, lenses and smartphone cameras
- Black space for measurements of TV sets
- Consulting by recognised experts
- Decoupled from the editorial offices (neutral and objective)
### Story services
Producing relevant, useful content is a must for B2B companies today. Because content has become the central criterion for business success. As a unit of a publishing house that publishes print and digital trade media for the electronics, automation, communications, medical, logistics, automotive, construction & buildings, and industrial sectors, we know the content needs of a B2B audience that expects texts to provide value and orientation. Producing good stories for thematic niches is our job - and your added value when you commission us to create high-impact stories. That’s because we combine the in-house expertise of our editors and experts at WEKA FACHMEDIEN to create your content. And most importantly, we also optimize your existing content so that it performs better.

### Content campaigns
Content marketing turns your marketing itself into a product. To ensure that your content is also consumed and thus creates impact with your customers, it must be embedded in a holistic content marketing strategy. Whether cover stories, online advertorials, editorials from defined topic worlds, customized newsletters, reader tests, employer and company profiles, success stories or social media posts. We design integrated print and digital campaigns, using the entire spectrum of formats from text to image galleries to video in a targeted and resource-efficient way, seamlessly fitting the campaign into your marketing strategy and playing out the content either in our print and online media or on your content hub.

### Event marketing
Arousing positive emotions and transferring them to your company is best achieved with live marketing. As organizers of more than 50 trade congresses and conferences per year, we know how to select and inspire the right target groups for your B2B event. With our expertise and experience in packaging even very cutting-edge topics in exciting event formats and creating a coherent experience for your target group, from the choice of location to the speakers, we ensure experiences with results. Not only live, but also in virtual formats.

### Video and audio content
Moving images are becoming an increasingly important part of any communication mix in our world. That’s why we’ve built a video team that creates video & audio solutions that perfectly showcase your message and hold the attention of viewers and listeners - from event videos to cinematic case studies or the explainer video that is so effective, especially for complex services and products.

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

### Corporate publishing
For us, your content is king! From research to graphics, proofreading to handling printing, we’ll be happy to take care of all the steps up to publication for you. You decide whether your magazine will appear in the look and feel of our media brands and will also be distributed via our print and online distribution channels. As an e-paper, on the website and in the relevant newsletters. Or we can design your own company-specific layout and you decide on the distribution and communication channels.

### Translations
Professional translations are becoming more and more important with increasing internationalization. Have your documents such as marketing materials, operating instructions, or data sheets translated by our service providers, using the correct technical terminology.
Terms and conditions

General terms and conditions for advertisements and advertising of WEKA FACHMEDIEN GmbH

(August 2021)

1. An "order" in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements of an advertiser or other advertising space buyer in a magazine or an online publication of the publisher for the purpose of distribution, and to the placement of online advertising on the web sites of the publisher. These terms and conditions will also apply to an order for third-party inserts in the magazines brought out by the publisher, and will cover banners, pop-ups, special interest and keyword placements.

2. Data processing or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, that is unless the publisher expressly agrees to them.

3. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any such modifications. In particular, the publisher reserves the right to demand advance payment of the amount due when the advertisements are completed and in case of doubts about the solvency of the client, the publisher is entitled even during the running time of agreed insertions to demand advance payment of the amount due when the advertisements are completed.

4. Issuance, publication, and condition that comes closest to the intended business import of the term and condition now considered inoperativeness of a term or condition of these terms and conditions shall not affect the operative-summation of the surviving terms and conditions. In case of doubt the publisher is entitled to interpret the text of the advertisement in favor of the client.

5. In case where the publisher is to be held liable for financial losses especially in terms of consequential damages, damages and loss 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 and for injury to life, body or health the publisher is liable according to statutory provisions.

6. All claims against the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the expiration of the claim period. The publisher will make every effort to, as accurately as possible, identify online advertising and correct any errors and omissions of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

7. 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.

8. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher has to insert an advertisement at a suitable spot, that is unless the advertisement was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement to insert a specific advertisement will not be met if: - 30% of the net value of the order for cancellation less than two weeks before the commencement of insertion; - 50% of the net value of the order for cancellation within one week of the commencement of insertion; - for cancellation after the commencement of insertion 50% of the net value of the order that is still due at the time of terminating insertion of online advertising. The price of online advertising already inserted will also be billed. Cancellation terms print. Cancellation is possible free of charge until the ad closing date.

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 or character, of being a constituent part of the magazine, and that contain advertisements will not be accepted. Refusal of an order will be communicated to the client immediately. Advertisements that are not recognizable as advertisements because of their editorial composition may be identified by the publisher as advertisements. An advertisement that is not obviously advertising, the publisher may also identify it as such, in particular by the word, „Anzeige [Advertisement], and/or set it off from the editorial content to make its advertising nature plain. In as much as online advertising is not obviously advertising, the publisher may also identify it as such, in particular by the word, „Anzeige [Advertisement], and/or set it off from the editorial content to make its advertising nature plain.

10. The client has the right to change the date of appearance of online advertising for technical or other comprehensible reasons.

11. The client may cancel orders for online advertising after a cancellation contract. Cancellation must be in writing. The publisher will terminate the insertion of the online advertising immediately after receipt of the cancellation.

12. Cancellation fee online: Cancellation two weeks before the commencement of insertion is free of cost. In the event of cancellation within a shorter term the publisher is entitled to bill the following costs: - 30% of the net value of the order for cancellation less than two weeks before the commencement of insertion; - 50% of the net value of the order for cancellation within one week of the commencement of insertion; - for cancellation after the commencement of insertion 50% of the net value of the order that is still due at the time of terminating insertion of online advertising. The price of online advertising already inserted will also be billed. Cancellation terms print. Cancellation is possible free of charge until the ad closing date. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

13. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operative-summation of the surviving terms and conditions. In case of doubt the publisher is entitled to interpret the text of the advertisement in favor of the client.

14. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher has to insert an advertisement at a suitable spot, that is unless the advertisement was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement to insert a specific advertisement will not be met if: - 30% of the net value of the order for cancellation less than two weeks before the commencement of insertion; - 50% of the net value of the order for cancellation within one week of the commencement of insertion; - for cancellation after the commencement of insertion 50% of the net value of the order that is still due at the time of terminating insertion of online advertising. The price of online advertising already inserted will also be billed. Cancellation terms print. Cancellation is possible free of charge until the ad closing date.

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