



# Ihr Systemhaus

ITK-LÖSUNGEN IN DER PRAXIS

MEDIA GUIDE

2019

PRINT ONLINE EVENTS

- Title:** Ihr Systemhaus
- Brief Description:** Today, no company can do without modern, yet affordable ITC infrastructures. But the selection of the right and future-oriented path can be an overwhelming challenge for many IT managers. With concrete examples, "Ihr Systemhaus" shows how real-life companies have modernized their IT and telecommunications systems and thus made the connection to the digitized world. System houses and IT service providers are the most important partners for users. With their technological know-how and deep understanding of business processes, they design efficient IT solutions or ensure the smooth operation of IT. "Ihr Systemhaus" places successful, pioneering projects in the foreground and discusses IT strategies that help, especially medium-sized companies, to put efficient and cost-effective IT solutions into practice.
- Target group:** Controlled targeted mailing to ITC decision-makers in the following industries:
- Automotive industry
  - Industrial electronics/industrial control
  - Building /home automation
  - M2M data communication
  - Public administration
  - Transportation /Logistics/Traffic
  - Medical technology
  - Banking/Insurance and many more...
- Frequency:** 4 Issues per year
- Print run:** 30.000
- Magazine format:** DIN A4
- Year of Foundation:** 2013
- Volume:** 6th Volume
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- Advertising:** Marc Adelberg, Sales Director  
E-Mail: [madelberg@weka-fachmedien.de](mailto:madelberg@weka-fachmedien.de)
- Editorial:** Martin Fryba, Editorship  
E-Mail: [mfryba@weka-fachmedien.de](mailto:mfryba@weka-fachmedien.de)



**A perfect match!**

- Reach Corporate ITC decision makers with your practical know-how::
- ITC solutions for middle-sized companies
  - Useful practice reports
  - Local technology partners of middle-sized companies
  - Focus on Management of middle-sized companies and IT managers

1

**Main Topic: Storage solutions**  
**Additional topic: General Data Protection Regulation according to EU-GDPR UCC**

Publication date: Mar 22, 2019  
Ad booking deadline: Mar 11, 2019  
Copy deadline: Mar 12, 2019

Companies can only cope with the ever-growing flood of data if they rely on highly automated, modern storage solutions. Tools for the classification of data and management of storage resources are critical if costs are to be saved. Scalability and best performance when accessing data and applications must be taken into consideration. Likewise, the fundamental question whether data is held in one's own system or outsourced.

- Data centers in transition: Storage is also software-defined
- Flash: High performance and low operating costs
- Hybrid Cloud: the best of both worlds
- Hyper converged Infrastructures: Data center - out of the box
- Data Protection: Preventing data loss and data misuse

3

**Main Topic: IT Security**  
**Additional topics: Data Centers and Virtualization Business Monitors**

Publication date: Sep 20, 2019  
Ad booking deadline: Sep 09, 2019  
Copy deadline: Sep 10, 2019

Sophisticated attacks and IT infrastructures which are becoming increasingly complex due to the integration of cloud services and mobile devices present many companies with huge challenges. They need sophisticated security concepts and clever interlinking security solutions – among other things to comply with the recently introduced EU data protection regulations regarding Information and Documentation.

- Firewall, Antivirus & Co: Securing the network and endpoints
- Security from the cloud and as a managed service
- Access technology and IT infrastructure merge
- Backup and Encryption: Protecting data from loss and unauthorized access
- Identity and Access Management: Managing accounts and access rights

2

**Main Topic: Managed Services**  
**Additional topics: Printers Business Apps**

Publication date: May 31, 2019  
Ad booking deadline: May 17, 2019  
Copy deadline: May 20, 2019

More and more companies are trusting their IT operations partially or entirely into the hands of Service providers. In addition to the big business providers such as Telekom or IBM, there are very many smaller system houses in Germany that serve mainly medium-sized companies with their Managed Services. "Ihr Systemhaus" highlights the provider market, reports on advantages and disadvantages of such sourcing models and reviews the trend toward "Everything-as-a-Service".

- Overview of Managed Services and Cloud Applications
- Selection of suitable managed service providers
- The workplace of the future
- Advantages and disadvantages of IT sourcing strategies

4

**Main Topic: Network solutions**  
**Additional topics: Business PCs and Notebooks Servers**

Publication date: Nov 15, 2019  
Ad booking deadline: Nov 04, 2019  
Copy deadline: Nov 05, 2019

Growing volumes of data, a mobile workforce and the cloud are all presenting networks with new challenges. In this environment traditional network architectures are being stretched to their limits, data centers must find new approaches. Furthermore, intelligent software is taking greater control of networks and providing more Automation and better scalability.

- Digital business models: Modern networks as a basis
- Software defined networking: Software makes the network intelligent
- Wireless networks: WLANs as a prerequisite for flexible working models
- Network Monitoring: The network always under control
- Smart Home: Networked living in practice

# A perfect fit! Reach a focused audience of corporate ITC decision makers

Address your target audience directly and without wastage!

Choose the advertising format that suits you best:

### Cover flap

Advertising space on outer flap:  
Width 105 mm x Height 237 mm  
+ 4 mm trim

Advertising space inside:  
Width 105 mm x Height 297 mm  
+ 4 mm trim

**10,900 - Euro**

### Interview or Case Study plus Advertisement

or

### Double page Case Study or Advertisement

2 Pages, 4c, A4  
Each page: Width 210 mm x Height 297 mm

Interview: 4-5 Questions are individually compiled by our Editors then asked and answered by e-mail. Advertisement copy must be supplied separately.

**7,900 - Euro**

Optionally extendable with an additional Whole Page Interview/Case Study Advertisement

**9,900 - Euro**

### Advertisement

Whole Page, 4c, A4  
Width 210 mm x  
Height 297 mm  
+ 4 mm trim

**6,900 - Euro**

### Company profile

1/3 Page landscape  
800 Characters  
(without spaces)  
plus 1 Logo and 1 Photo  
Width 210 mm x  
Height 110 mm  
+ 4 mm trim

**2,000 - Euro**

(not discountable)

**Additional advertising formats available on request**

### Sample

Before accepting an order for Bound inserts as well as for adhesive Postcards the presentation of a binding sample, if necessary one including a layout with size and weight information, must be supplied to the publisher. The submission deadline is the same as the closing date for Product Ad Copy (see Schedule).

### Supplementary charges

Specially requested placement, once confirmed by the publisher, will be subject to a surcharge of 10% of the basic price.

### Delivery address for Bound inserts:

L. N. Schaffrath  
Password: Ihr Systemhaus/Edition ...  
Marktweg 42-50  
47608 Geldern

### Format Basic price

Whole page	€ 6,900
1/2 Page landscape	€ 4,100
1/3 Page landscape	€ 2,800
Cover pages:	
C2/C3/C4 each	€ 9,900
Flap	€ 10,900

### Quantity discount:

from 3 Ads	5 %
from 6 Ads	10 %
from 9 Ads	15 %
from 12 Ads	20 %

Discount from basic price if placed within one year

### Insert rates - up to 25 g, Adhesive postcards

Inserts	€ 295,-
(price per '000/edition)	

