Use LANline for your market communication.

Your advantages:

- a credible environment
- high reach
- high utility value for your target groups

IT - Network - Datacenter

LANline has been established in the industry for more than 30 years and is the renowned trade journal for computer networks, IT infrastructure, and data and telecommunications systems. The focus is on data center infrastructure and IT and OT cabling, among other things, which is also an indispensable basis for the new 5G networking.

Other important aspects of the vendor-independent and objective reporting are IT security and technical IT management in all its facets. Readers can find their information about the industry and technology in the monthly print edition, in the e-paper, daily updates online, in weekly e-mail newsletters, and in all important social media channels.

The LANline portfolio also includes specialist conferences such as the Tech Forums for the cabling environment and the Datacenter Symposium for the complete data center infrastructure, as well as virtual theme days and top-class web seminars.

Target group:

The reader community includes system administrators, IT managers, network and data center managers, cabling specialists, general managers, CIOs, CTOs, security managers, TC specialists and network service providers.

„With LANline, you reach directly decision-makers from user companies in a high-quality editorial environment!“

Total distributed circulation: 35,338
(Publisher’s information, as of April 2021)

„Totally cross-media - lanline.de informs your target groups around the clock!“

18,532 visits and 24,738 page views on a monthly average (July 2020 to September 2020) according to IVW-Online.

The live stage for your core competence!

Meet decision-makers from user companies in a wide range of industries and expand your partner network.

- Tech Forum
- Datacenter Symposium
- LANline Workshops
Trade journal circulation and dissemination analysis

Total distribution - LANline

35,338 total circulation*** = 14,927 circulation Print + 20,411 circulation digital (e-paper)

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the lanline.de website.

*** Publisher’s information, as of April 2021

Purchase prices

Annual subscription print:
- domestic: 107.60 €, thereof 78.20 € issue, 29.40 € shipping
- foreign: 117.80 €, thereof 78.20 € issue, 39.60 € shipping
  (incl. the current VAT, incl. shipping costs)

Single issue print: 10.00 €
  (incl. the current VAT, plus 3.00 Euro shipping costs)

Annual subscription digital e-paper (domestic/foreign) 29.99 €
  (incl. the current VAT, without shipping costs)

Single issue digital e-paper (domestic/foreign) 2.99 €
  (incl. the current VAT, without shipping costs)
High profile target group

Company size

How many employees does your company or authority have?

- 1 - 9: 14%
- 10 - 49: 17%
- 50 - 99: 28%
- 100 - 499: 25%
- 500 and more: 15%
- No specification: 1%

Industry

In which industry does your company operate?

- ICT consulting firm: 31%
- VAR, system house, ICT specialist trade: 24%
- Industrial / consumer goods: 29%
- Network operator / service provider: 15%
- Trade / Banks / Insurances: 19%
- Authorities / public institutions / office: 20%
- Science / Education: 5%
- Manufacturer ICT infrastructure: 10%
- Transport / Logistics / Traffic: 9%
- Others: 10%

(Multiple answers possible)

Position

What is your position in your company?

- Managing director, CEO: 16%
- Chief information officer: 29%
- Chief financial officer: 1%
- ICT officer: 71%
- Chief technical officer: 8%
- System administrator: 23%
- Others: 1%

(Multiple answers possible)

Source: Recipient file evaluation LANline (as of November 2020);
Basis: regular recipients of LANline
High profile target group

Reading frequency

How often do you read LANline?

- Regularly: 61.8%
- Occasionally: 25.5%
- Rarely: 4%
- No specification: 8.7%

Number of readers

How many people read the print edition besides you?

- I read the print edition alone: 24.0%
- 1 - 2 persons: 20.7%
- More than 5 persons: 9.1%
- 3 - 5 persons: 9.1%
- 5,5%
- No specification: 10.2%

Assessment contents

How do you rate the content of LANline?
(Survey criteria: 1 = strongly agree, 2 = strongly agree ... 5 = does not apply at all. Top Two: strongly agree / agree)

- Technical: 90.7%
- Informative: 93.2%
- Manufacturer-neutral: 61.0%
- Useful for practice: 81.8%
- Helpful for purchase decisions: 56.8%

Source: Online user survey lanline.de, August 2020, number of cases n = 214
### Topics / dates 2021

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publishing date</th>
<th>Ad closing date</th>
<th>Deadline print materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Jan 28, 21</td>
<td>Jan 11, 21</td>
<td>Jan 13, 21</td>
</tr>
<tr>
<td>3</td>
<td>Feb 25, 21</td>
<td>Feb 08, 21</td>
<td>Feb 10, 21</td>
</tr>
<tr>
<td>4</td>
<td>Mar 25, 21</td>
<td>Mar 08, 21</td>
<td>Mar 10, 21</td>
</tr>
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<td>5</td>
<td>Apr 27, 21</td>
<td>Apr 08, 21</td>
<td>Apr 12, 21</td>
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<tr>
<td>6</td>
<td>May 26, 21</td>
<td>May 05, 21</td>
<td>May 07, 21</td>
</tr>
<tr>
<td>7</td>
<td>Jun 24, 21</td>
<td>Jun 07, 21</td>
<td>Jun 09, 21</td>
</tr>
<tr>
<td>8</td>
<td>Jul 27, 21</td>
<td>Jul 08, 21</td>
<td>Jul 12, 21</td>
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<tr>
<td>9</td>
<td>Aug 26, 21</td>
<td>Aug 09, 21</td>
<td>Aug 11, 21</td>
</tr>
<tr>
<td>10</td>
<td>Sep 29, 21</td>
<td>Sep 10, 21</td>
<td>Sep 14, 21</td>
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<tr>
<td>11</td>
<td>Oct 27, 21</td>
<td>Oct 08, 21</td>
<td>Oct 12, 21</td>
</tr>
<tr>
<td>12</td>
<td>Nov 24, 21</td>
<td>Nov 05, 21</td>
<td>Nov 09, 21</td>
</tr>
<tr>
<td>1</td>
<td>Dec 22, 21</td>
<td>Dec 03, 21</td>
<td>Dec 07, 22</td>
</tr>
<tr>
<td>2</td>
<td>Feb 01, 22</td>
<td>Jan 13, 22</td>
<td>Jan 17, 22</td>
</tr>
</tbody>
</table>

#### Datacenter management
- **Overview**: DCIM, KVM technology, data center planning and certification, data center standardization, management of power supply, cooling and air conditioning, UPS, infrastructure management, free cooling, chillers, transformers, data center security, PDUs.
- **Market overview**: DCIM software.

#### Security
- **Overview**: Security monitoring, security testing, security management, SIAE, threat management, threat prevention, incident response, malware, ransomware, social engineering, risk management, privacy, data protection, SIAE.
- **Market overview**: SIAE solutions.

#### Industry 4.0 and IoT
- **Overview**: Industrial IoT, security, smart factories, M2M communication, industrial switches, IoT gateways, wireless technology, fieldbus systems, sensors.
- **Market overview**: IoT gateways.

#### Cabling
- **Overview**: Cabling systems and components, copper and fiber optic technology, connectors, category 6A/7/7A/8.1/8.2, 10GbE, 25GbE, 40GbE, 100GbE, 400GbE, single pair Ethernet, patch panel, cable management, racks, cable testers, cabling service providers.
- **Market overview**: fiber optic cables and connectors.

#### Wireless technology
- **Overview**: WLAN, LTE, 5G, M2M, WLAN management, near field communication (NFC), WLAN measurement, antennas, directional radio, Bluetooth.
- **Market overview**: WLAN access points.

#### Data center networking and high availability
- **Overview**: Network resources, network virtualization, data center switching, failover, UPS, backup data centers, identity and access management, DCIM, facility management.
- **Market overview**: video surveillance.

#### Automation and AI in IT operations
- **Overview**: Artificial intelligence (AI), artificial intelligence (AI) machine learning (ML), AI-based monitoring/analysis/operations optimization/security, threat detection, threat mitigation, AI as a Service, ML as a Service.
- **Market overview**: machine learning as a service.

#### Special data center and cabling
- **Overview**: Data center construction, data center operation, cooling, air conditioning, power supply, UPS, data center planning, data center security, data center services, racks, server cabinets, edge computing, colocation, housing, copper and fiber optic cabling, single pair Ethernet, connectors, MTP/MPO, standardization, measurement, monitoring, PoE.
- **Market overview**: connectors for category 7/7A/8.1/8.2 | data center construction, general subcontractor/contractor.

#### Hybrid and multi-cloud networking
- **Overview**: Hybrid cloud, public cloud, private cloud, server virtualization, software defined storage (SDS), software defined network (SDN), software defined WAN (SD-WAN), SIAE, containerization, cloud management, cloud security.
- **Market overview**: SD WAN solutions.

#### Security
- **Overview**: Cloud security, security as a service, security monitoring, security management, SIAE, threat detection, threat mitigation, incident response, malware, ransomware, social engineering, risk management, SIAE.
- **Market overview**: SIAE solutions.

#### Smart building and building networking
- **Overview**: Home automation, smart home, office, remote work, facility management, access control and security systems, IP video surveillance, PoE, M2M, smart metering, energy efficiency.
- **Market overview**: facilities center data sensor technology.

#### Cabling in IT and industry
- **Overview**: Cabling systems and components, copper and fiber optics, IoT, Industry 4.0, gateways, media converters, connectors, single pair Ethernet, standardization, parallel optics, WDM, category 6A/7/7A/8.1/8.2, 10GbE, 25GbE, 40GbE, 100GbE, 400GbE, single pair Ethernet, patch panel, cable management, racks, cable testers, cabling service providers.
- **Market overview**: category 6A cable supplier.

#### Physical data center security
- **Overview**: Access control, physical security, video surveillance, UPS, fire prevention, shelters, alarming, remote control, backup RZ, DCIM, cooling/air conditioning.
- **Market overview**: alarm and fire detection systems.

#### The energy-efficient data center
- **Overview**: Cooling, air conditioning, certification, EN 50603, ISO/IEC 22241-8, power supply, PDUs, UPS, data center planning, data center services, colocation, housing, heat recovery.
- **Market overview**: intelligent PDUs.

#### Digital workspace
- **Overview**: Virtual desktop, VDI, workspace management, unified communications (UC), unified communications and collaboration (UCC), mobility, mobile printing, video conferences, collaboration, smart office.
- **Market overview**: workspace management.

#### Server, storage, containerization
- **Overview**: Datacenter switching, convergent systems, hyper-converged infrastructure (HCI), software defined storage (SDS), software defined network (SDN), software defined datacenter (SDDC), server virtualization, big data, Kubernetes, Docker.
- **Market overview**: HCI storage.

#### Endpoint management
- **Overview**: Unified endpoint management (UEM), mobile computing, mobile security, identity management, smartphones, tablets, mobile devices, wearable, SIAE.
- **Market overview**: UEM systems.

#### Cabling
- **Overview**: Cabling systems and components, copper and fiber optic technology, connectors, category 6A/7/7A/8.1/8.2, 10GbE, 25GbE, 40GbE, 100GbE, 400GbE, single pair Ethernet, patch panel, cable management, racks, cable testers, cabling service provider.
- **Market overview**: fiber optic cables and connectors.

#### Datacenter management
- **Overview**: DCIM, KVM technology, data center planning and certification, data center standardization, management of power supply, cooling and air conditioning, UPS, infrastructure management, free cooling, chillers, transformers, data center security, PDUs.
- **Market overview**: DCIM software.
Ad formats

Size specifications width x height

- **Double page spread across gutter**
  - 420 x 297 mm*

- **1 1/2 pages across gutter**
  - 315 x 297 mm*
  - 310 x 260 mm

- **2 x 1/2 pages across gutter**
  - 420 x 150 mm*
  - 414 x 130 mm

- **1/1 page**
  - 210 x 297 mm*
  - 188 x 270 mm

- **2/3 page horizontal**
  - 210 x 210 mm*
  - 188 x 185 mm

- **2/3 page vertical**
  - 135 x 297 mm*
  - 124 x 270 mm

- **Junior page**
  - 151 x 205 mm*
  - 140 x 180 mm

- **1/2 page horizontal**
  - 210 x 150 mm*
  - 188 x 125 mm

- **1/2 page vertical**
  - 103 x 297 mm*
  - 92 x 270 mm

- **1/3 page horizontal**
  - 210 x 105 mm*
  - 188 x 80 mm

- **1/3 page vertical**
  - 71 x 297 mm*
  - 60 x 270 mm

- **1/4 page horizontal**
  - 55 x 297 mm*
  - 44 x 270 mm

- **1/4 page vertical**
  - 210 x 82 mm*
  - 188 x 57 mm

* trimmed format
Bleed 5 mm on the open sides

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

**Advertising rates and formats**

Ad prices valid from Jan 01, 2021

<table>
<thead>
<tr>
<th>format</th>
<th>basic price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 8,995.-</td>
</tr>
<tr>
<td>1/1 page advertorial (4,000 characters + image + logo)</td>
<td>€ 8,995.-</td>
</tr>
<tr>
<td>2/3 page</td>
<td>€ 6,510.-</td>
</tr>
<tr>
<td>9/16 page / junior page</td>
<td>€ 5,495.-</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 4,895.-</td>
</tr>
<tr>
<td>1/2 page advertorial (2,000 characters + image + logo)</td>
<td>€ 4,895.-</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 3,560.-</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 2,785.-</td>
</tr>
<tr>
<td>cover page + 1 advertorial</td>
<td>€ 11,999.-</td>
</tr>
<tr>
<td>cover pages: U2/U3/U4 each</td>
<td>€ 9,995.-</td>
</tr>
<tr>
<td>cover flap</td>
<td>on request</td>
</tr>
</tbody>
</table>

**Discounts**

For purchase within 12 months (insertion year)

<table>
<thead>
<tr>
<th>frequency discount</th>
<th>volume discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>from 3 ads</td>
<td>from 3 pages</td>
</tr>
<tr>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>from 6 ads</td>
<td>from 6 pages</td>
</tr>
<tr>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>from 9 ads</td>
<td>from 9 pages</td>
</tr>
<tr>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>from 12 ads</td>
<td>from 12 pages</td>
</tr>
<tr>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>from 18 ads</td>
<td>from 15 pages</td>
</tr>
<tr>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>from 24 ads</td>
<td>from 18 pages</td>
</tr>
<tr>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>from 36 ads</td>
<td>from 24 pages</td>
</tr>
<tr>
<td>22%</td>
<td>25%</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.

**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): HYVEDEMXXX

VAT ID no. DE 811 190 616

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**Loose inserts**

**Weight**

- up to 25 g per 1,000 pieces € 290.-
- up to 50 g per 1,000 pieces € 329.-
- up to 75 g per 1,000 pieces € 372.- (incl. postal charges)

**Bound inserts**

**Variants**

- 4 pages per 1,000 pieces € 279.-
- 6 pages per 1,000 pieces € 322.-
- 8 pages per 1,000 pieces € 362.-
- 12 pages per 1,000 pieces € 392.-

**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 page + 1/1 page ad or advertorial

Cover page format: W 187 mm x H 185 mm
+ 1/1 page advertorial: 4,000 characters (incl. spaces)
+ 1 to 2 images + optionally 1 logo

Price: € 14,990.-

Banderole

This form of advertising offers exclusive placement on the front page.
Format: W 624 mm x H 100 mm

Price: € 15,980.-

Cover flap

High visibility on the front page.
Format front: W 105 mm x H 234 mm
Format inside: W 105 mm x H 297 mm

Price: € 13,995.-

Middle flap

Format: W 155 mm x H 297 mm x 4

Price: € 12,995.-

All formats are available on request. Other special advertising formats are possible. Ask your LANline media experts.
Technical data print

Printing technique / completion

<table>
<thead>
<tr>
<th>Printing technique</th>
<th>Processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>sheetfed offset</td>
</tr>
<tr>
<td>Content</td>
<td>role offset</td>
</tr>
<tr>
<td>Paper</td>
<td>upgraded newsprint paper</td>
</tr>
<tr>
<td>Processing</td>
<td>saddle stitching</td>
</tr>
<tr>
<td>Format</td>
<td>Trimmed format: 210 x 297 mm</td>
</tr>
<tr>
<td></td>
<td>add 3 mm per trimmed edge for bleed size</td>
</tr>
<tr>
<td>Type area</td>
<td>188 x 270 mm</td>
</tr>
</tbody>
</table>

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

**Loose inserts**

- **Minimum sizes**: 105 mm x 148 mm
- **Maximum sizes**: 10 mm less in height and width than the carrier product
- **Minimum weight**: minimum 150 gsm for single leaf
- **Maximum weight**: on request
- **Positioning**: best possible

**Bound inserts**

- **Extent**: 4 pages (more pages on request)
- **Minimum size**: 105 mm x 148 mm
- **Maximum size**: carrier-product format
- **Trimmed pages**: must have an additional 5 mm on each border to be cut off
- **Minimum weight**: 100 gsm for 4-page-products
- **Placement**: only between the different sections

**Tip-ons**

- **Positioning on request**

**CDs**

- **Positioning on request**

---

**Technical specifications**

Place all picture elements (including logos, QR codes) 5 mm from the outer edge. Files preferably as unseparated individual pages in PDF format V1.3 or V1.4. Exact specifications can be obtained from the following contact persons:

- Teresa Manuri, Disposition, phone +49 89 25556-1482
- Stefan Buchner, Disposition, phone +49 89 25556-1481

**Delivery address for advertising material:**

DISPO.lanline@wekanet.de

**File name**

File names should be given as in the example:

Customer name_lanline_issue (example: Mustermann_lanline_1_21)

**Proof:** Content proofs must be delivered in 4c based on the standard “PSO_INP_Paper_eci.icc” for offset printing.

**Cover proofs** must be delivered in 4c based on the standard “ISOcoated_v2_eci.icc” for offset printing, unless we may not print your ad. The appropriate profiles may be downloaded at www.eci.org.

Small tonal value deviations are respectively within the tolerance range of the web offset printing.

**Black tone surfaces** are to be underlined with 40% raster in cyan.

FTP access: on request

**Delivery date and delivery address**

Please ask your contact person.

Vogel Druck und Medienservice GmbH, Warenannahme, Leibnizstraße 5, 97204 Höchberg

**Delivery note:** loose/bound insert CUSTOMER, for LANline – issue xy/2021
### Ad formats website

<table>
<thead>
<tr>
<th>Format</th>
<th>Cost per 1,000 Ad Impressions</th>
<th>Sizes and File Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Large-/Leaderboard</td>
<td>€ 200.-</td>
<td>(970 x 90 pixels / 728 x 90 pixels, 150-300 KB)</td>
</tr>
<tr>
<td>2 Billboard</td>
<td>€ 295.-</td>
<td>(970 x 250 resp. 800 x 250 pixels, 150-300 KB)</td>
</tr>
<tr>
<td>3 Wide Skyscraper (sticky)</td>
<td>€ 200.-</td>
<td>(160 x 600 pixels, 40-80 KB)</td>
</tr>
<tr>
<td>4 / 5 Halfpage Ad</td>
<td>€ 220.-</td>
<td>(300 x 600 pixels, 150 KB)</td>
</tr>
<tr>
<td>6 Medium Rectangle</td>
<td>€ 205.-</td>
<td>(300 x 250 pixels, 40-80 KB)</td>
</tr>
</tbody>
</table>
| 7 Native Ad, Pos. 1+2       | € 350.-                       |headline: max. 25 characters  
              teaser text: max. 90 characters  
              image sizes: 300 x 225 or 300 x 169 pixels  
              logo (optional): 75 x 25 pixels (3:1) |
| 8 Content Super Banner, Pos. 1+2 | € 350.-               | (640 x 250 pixels, 150 KB) |
| 9 Video Ad                  | € 205.-                       |file format: MP4  
              file size: at least 1,280 x 720, Bitrate: 1,500 kBit/s, max. 30 MB  
              Recommended display duration: max. 15 - 30 sec. |

Possible file formats: GIF, JPEG, PNG, HTML5, third-party codes
Data correspond to recommended file size, max. 1 MB possible
Special ads & ad formats mobile

Special formats

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

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

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

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

Mobile banner overview

<table>
<thead>
<tr>
<th>Top position</th>
<th>Mobile Banner (6:1)</th>
<th>320 x 50 px</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mobile Banner (4:1)</td>
<td>320 x 75 px</td>
</tr>
<tr>
<td></td>
<td>Mobile Banner (alternative)</td>
<td>320 x 100 px</td>
</tr>
<tr>
<td></td>
<td>recommended: 80 KB</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobile (InContent)</th>
<th>Mobile Content (6:1)</th>
<th>320 x 50 px</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mobile Content (4:1)</td>
<td>320 x 75 px</td>
</tr>
<tr>
<td></td>
<td>Mobile Content (alternative)</td>
<td>320 x 100 px</td>
</tr>
<tr>
<td></td>
<td>Mobile Rectangle</td>
<td>300 x 250 px</td>
</tr>
<tr>
<td></td>
<td>Mobile Interstitial</td>
<td>320 x 480 px</td>
</tr>
<tr>
<td></td>
<td>Mobile Halfpage</td>
<td>Ad 300 x 600 px</td>
</tr>
<tr>
<td></td>
<td>recommended: 80-150 KB</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobile Parallax</th>
<th>300 x 600 pixels, recommended: 150 KB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due to different pixel density of the devices, all banner formats can also be requested in double size. Prices on request.</td>
<td></td>
</tr>
</tbody>
</table>
Every week, lanline.de informs your customers via newsletter - even faster, more up-to-date and more targeted. More than 22,700 ICT decision-makers receive customized news, product reports and technical articles. The newsletter is the ideal advertising medium for product presentations and event information.

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

Billboard
630 x 200 pixels, max. 200 KB

Small Rectangle
291 x 156 pixels, max. 200 KB
An image to be supplied by the customer as desired (Logo or logo with textual content)

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

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

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

Example: Native Ad without logo
Headline for your ad
Ceperferum illes expligenda volores dolore cont laborintariam qui temetan sentandibus. Turum danepuda exisiti, omnesdopto si delest, aut od exepere lasiam sustubpat vemere etit, que sandi conerluratur sam, at in se labor recum recunem que robis expedition nasapicto

Example: Text Ad with logo
Headline for your ad
Ceperferum illes expligenda volores dolore cont laborintariam qui temetan sentandibus. Turum danepuda exisiti, omnesdopto si delest, aut od exepere lasiam sustubpat vemere etit, que sandi conerluratur sam, at in se labor recum recunem que robis expedition nasapicto

File format: JPG, PNG, GIF (GIF only without animation)
Prices per mailing

All newsletter advertising forms 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 ready technical infrastructure as well as the current recipient data, we efficiently place your desired advertising message.

Advantages

- high reader / user loyalty
- effective emotionalization
- clear cost structure
- maintained database
- transparent reporting

Technical specifications

**Creation by WEKA FACHMEDIEN**

- subject line: max. 150 characters incl. spaces
- logo: 150 x 50 px
- max. 3 images:
  - variant A: 1 header image 630 x 200 px
  - 2 more à 270 x 200 px
  - variant 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 Pixel
- default fonts: Georgia, Times New Roman, Arial, Verdana, Courier New
- CSS: do not use CC strings within the HTML, send the CSS strings in a separate file
- maximum file size: max. 300 KB per image; max. 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:** no later than the 5th working day, 12 noon before dispatch day. Send to DISPO.lanline@wekanet.de

**Basic price:** € 1,490.-
+ per thousand recipients: € 270.- (no discounts each)
  
  plus € 149.- handling costs for selection,
  min. 1,000 recipients
Lead generation with web seminars

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

Services

• print advertisement to promote the web-seminar (booking at least 6 weeks before the web-seminar)
• native ad for advertising in two LANline newsletters
• native ad for advertising on lanline.de for a total of one month
• customized newsletter to qualified users
• participant registration
• briefing of your speaker and technical implementation
• one live broadcast incl. moderation
• passing on of registration data (company, first name, last name, e-mail)
• provision of the web-seminar as a registration-required on-demand webcast for download

Price: € 5,990.- (no discounts)
Companies from the ICT sector present themselves in the suppliers’ compass on lanline.de.

By booking a premium entry, you ensure that your customers find you even better! Take advantage of the many possibilities on lanline.de: 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

- display of a notice box with further articles about your company next to every editorial article that mentions your company name
- display of your company logo and contact details next to every editorial article that contains a keyword booked by you
- the editorial content about your company/product published on lanline.de is also displayed in the premium entry
- reference to your premium entry also in our newsletter and on the website
- increased visibility in the product search in the supplier compass through logo insertion
- upgrading of the premium entry by date entries, pictures, videos, whitepapers, detailed company portraits or job offers
- Only as a premium provider you have the possibility to book keywords (e.g. data center, security, unified communications, etc.). If this keyword is mentioned in an editorial article, we will place a reference to your premium entry and company logo in the info box on the right.

Total price: € 2,490 / 12 months (no discounts)

One keyword for free! (max. 36,000 insertions)
Price per additional keyword: € 990.- / 12 months
With up to 10 events per year in Germany and Austria, LANline Events stands for professional and service-oriented events in different areas of information technology.

- Valuable and highly topical knowledge from the fields of „Cabling - Networks - Infrastructure“ as well as „Data Center“ in the shortest time possible
- Highest quality due to the involvement of the LANline editorial team
- Networking platform for insiders in an exclusive setting
- Renowned speakers are proven industry experts in product development and standardization
- Focus on valuable practical benefits

**Sponsorship offers - demand-oriented and tailor-made**

Event sponsorship combines brand presence and your company’s image with the opportunity to generate a large number of qualified leads - all in the form of an integrated and cost-effective sponsorship package. Take advantage of the opportunity to make valuable contacts during the events! Inform decision-makers from medium-sized and large companies about the advantages of your products and services! The various sponsorship packages have been developed to give you maximum brand and product exposure.

**LANline Workshops 2021**

- Tenders for IT infrastructure
- Certification course
- WLAN
- EMC, potential equalization and grounding in the environment of IT supply networks
- Future-oriented cabling concepts
- Fiber optic transmission technology
- Workshops on new EN standards

**Contact**

Project management LANline Events
Katrin Scheinig
Mail: kscheinig@weka-fachmedien.de
Phone: +49 89 25556-1062

All event info at: [www.lanline.de/events](http://www.lanline.de/events)
Data centers represent the heart of today’s enterprises and must both deliver high performance and meet ever-increasing demands for energy and cost efficiency. To achieve this, those responsible need in-depth expertise in both the procurement of infrastructure and its operation.

The LANline Datacenter Symposium brings data center specialists and managers up to date with the latest know-how - independent, highly informative and particularly practical. Experts, industry insiders and data center operators come together here. High-class lectures and workshops serve this purpose. The quality and neutrality of the Datacenter Symposium is guaranteed by the editorial team of LANline, a renowned trade journal.

Event dates 2021
Datacenter Symposium Munich  September 23, 2021
Datacenter Symposium Cologne  October 21, 2021
Datacenter Symposium Berlin  November 23, 2021

Contact
Cornelia Truchseß
Mail: truchsess-jacobi@ctj-media.de
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Mobile: +49 170 3372234

Tech Forum
Verkabelung • Netze • Infrastruktur

The LANline Tech Forums are held at various locations in Germany and Austria and are attended by up to 400 participants. As established events in the cabling industry, they provide highly relevant answers to questions from the network environment and offer an excellent opportunity for every participant to learn about all new developments in technology, standardization and products in technical or product presentations. The focus is on:

- high-quality and manufacturer-neutral technical presentations
- solution-oriented insights into current developments
- accompanying trade exhibition

In addition, there will be sufficient time for networking within the industry community with top-class representatives of the manufacturers as well as with colleagues from planning, implementation and operation of the cabling infrastructure.

Event dates 2021
Tech Forum Cologne  October 20, 2021
Tech Forum Berlin  November 24, 2021
Customized events

For more than 20 years, WEKA FACHMEDIEN has been organizing, in close cooperation with the responsible editorial staff, around 45 national and international B2B trade congresses, tech forums, symposia and intensive seminars every year.

LANline’s customized events focus on topics such as networks, data center infrastructure, cabling and IT security in all its facets. Depending on the customer’s wishes, our services are available in modules or as an “all-round carefree package” (full-service concept) tailored precisely to your needs of your company.

If required, we can handle 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 by an editor
- layout and printing of brochures and program flyers
- layout of advertisements and online advertising services
- creation of media plan
- creation and maintenance of event websites
- video shooting on site
- participant acquisition, management and handling
- location scouting, catering, technology
- creation of supporting program and conference documents
- budget planning, control
- evaluation, documentation and follow-up

Advantages 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 booth visitors/participants after approval of DSGVO

Trade fairs

- your virtual booth 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 technical 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: showcase innovations in a live stream - attendees can join this and you interact via chat, Q&A, polls/polls and handouts
- your own company page with company profile, contact person and contact form, and the ability for attendees to schedule arrange video calls
- logo presence in partner directory
- networking features: Through match-making and speed dating you get in direct contact with the participants

Web-seminars

Via the web seminars, you actively and live involve your customers in a specific topic, whereby your audience can ask intermediate 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 see page 16
Test seal

Reader test - 5 stars plus for your product

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

Media service print

- editorial test call in LANline
- editorial interim report in LANline
- editorial final report & awarding the test seal in LANline
- glossy print document with your reader test (1,000 copies)

Media service digital

- test call and final report also lanline.de
- test call and final report on LANline's social media channels
- advertising and reports via the LANline newsletter

use the credible LANline test seal for all your market communication

19,900.- Euro (no discounts)
Direct link program - Your direct link for more sales

The direct link program directs our readers / your customers, through **keywords defined by you**, directly and without detours to your website. The interaction of professional content and innovative technology guarantees you a high ROI.

**example keyword Cloud / example company Fujitsu**

![Cloud](example)

**Advantages**

- direct linking to your homepage or online store
- prominent placement in editorial content
- high attention and click probability

**Linking of your own company/brand:**
- per month: 990.- Euro (no discounts)
- per year: 9,990.- Euro (no discounts)

**Linking of a keywords:**
- per month: from 990.- Euro (no discounts)
Social media plus

Online advertorial incl. Social media plus

The online advertorial is ideal for presenting complex topics to LANline readers over a longer period of time. Online advertorials are designed in such a way that users perceive them as editorial contributions. This gives your content a high level of credibility. 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 production of the advertorial after sending of text and image material
- placement of your advertorial in the editorial environment on the homepage of lanline.de incl. picture and linking
- placement of the advertorial in a LANline newsletter
- digital playout: Content and teasers are displayed on both on both desktop and mobile devices
- visibility of the advertorial: 2 weeks
- post with link to the advertorial on LANline’s social media channels media channels of LANline (Xing, Twitter, Facebook)

Total price: € 2,490.-

Incl. banner package

- Rectangle banner for approx. 2 weeks with 20,000 Al

Total price: € 4,900.-

Material required by you

- lead image, format 16:9
- headline, max. 65 characters incl. spaces
- teaser text, max. 300 characters incl. spaces
- advertorial text, unlimited characters (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.

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.

Translators

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

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.

Cross-industry media planning

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

Social media concepts

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

Market research

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

"WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a crossmedia marketing portfolio across all industries."
1. An „order“ in the sense of the general terms and conditions that follows is a contract relating to the publication of an advertisement. An order can be placed in the form of an advertisement unless otherwise affirmed by the publisher or the press release of an advertisement which indicates the willingness 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. Publishers will cover banners, pop-ups, search results, leftover interest and keyword placements.

2. Deleting, rectifying 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 alteration, at the latest advance notice.

4. The publisher reserves the right to refuse to print or to correct an advertisement in particular if the client is not authorized in particular by the law to publish. In the event of the inappropriateness of a term or condition, to add or to replace the latter with effect for existing contracts, and upon the alteration of a legal provision or supreme court decision if said alteration affects one or more clients and cannot be changed, the publisher will, in order to adapt the affected terms and conditions to suit the purpose of the altered legal situation.

5. The order will be concluded with the acceptance of the client’s order by the publisher. Such acceptance may be written or by e-mail.

6. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency as the ordering party and the issue of an order to the advertising agency verified in writing.

7. Advertising brokers and advertising agencies are duty bound to abide by the price list of the publisher in their own advertising contracts and advertising with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

8. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of publication. The publisher is free to insert an advertisement in a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement for this is the actual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column without exemption in an express request.

9. Placement of online advertising will be as made reasonably suit fit with the greatest possible consideration of the client’s interests. The client is not entitled to placement of online advertising at a certain position of the particular web site.

10. The publisher reserves 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 conclusion of the contract. Cancellation must be in writing. The publisher will terminate 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.

13. Alterations or additions to the terms and conditions described above may only be made in writing.

14. Any additions to the terms and conditions described above and any further terms and conditions of the contractual relationship, to adapt the affected terms and conditions to suit the purpose of the altered legal situation.

21. The client avowes that they are entitled to set the hyperlinks connected to the online advertising. The client shall also ensure that the hyperlink text belongs to the general terms and conditions of the Federal and Telecommunications Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking keys to obtain or collect data from the online advertising material of the publisher, the client also affirms that they will not pass on to the client the latterly identified part of the supplied ready to print copy and/or advertising material will be bore by the client. Should any deficiencies in the ready to print copy and/or advertising material be not immediately discernible or only become so in the process of insertion and/or upon insertion, the client is not entitled to take any claims for an inadequate impression and/or poor insertion.

25. Under no circumstances shall the uncorroborative owner of all rights of use of the advertising material necessary for public distribution and publication. In this respect they indentify the publisher from all claims by third parties, and grant the publisher the rights of usage necessary for publication of the advertising material.