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: 35,050
(source: IVW, 1. half-year 2021)

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

17,702 visits and 24,785 page views on a monthly average (August 2020 to July 2021) 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

<table>
<thead>
<tr>
<th>Total circulation*</th>
<th>Print circulation</th>
<th>Digital circulation (e-paper)</th>
</tr>
</thead>
<tbody>
<tr>
<td>35,050</td>
<td>14,928</td>
<td>20,122</td>
</tr>
</tbody>
</table>

*** source: IVW, 1. half-year 2021

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

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%

Position

What is your position in your company?

- Managing director, CEO: 16%
- Chief information officer: 29%
- Chief financial officer: 4%
- ICT officer: 71%
- Chief technical officer: 8%
- System administrator: 23%
- Others: 3%

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%
- 3 - 5 persons: 9.1%
- More than 5 persons: 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: 58.8%

Source: Online user survey lanline.de, August 2020, number of cases n = 214
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publishing Date</th>
<th>Ad Closing Date</th>
<th>Deadline Date</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 05, 22</td>
<td>Dec 15, 21</td>
<td>Dec 17, 21</td>
<td>Cabling: cabling systems and components, copper and fiber optic technology, connectors, category 6/7/8/8A/8B, 10GBE, 25GBE, 40GBE, 100GBE, 400GBE, single pair ethernet, patch panel, cable management, racks, cable test, cabling service providers. Datacenter management: energy management, energy efficiency, DCIM, KVM technology, data center planning and certification, data center standardization, management of power supply, cooling and air conditioning, UPSs, infrastructure management, free cooling, chillers, transformers, data center security, PDUs.</td>
</tr>
<tr>
<td>2</td>
<td>Feb 03, 22</td>
<td>Jan 17, 22</td>
<td>Jan 19, 22</td>
<td>Security: security monitoring, security management, threat detection, threat prevention, incident response, malware, ransomware, social engineering, risk management, privacy, data protection, zero trust, SASE. Market overview: fiber optic cables and connectors.</td>
</tr>
<tr>
<td>3</td>
<td>Mar 03, 22</td>
<td>Feb 14, 22</td>
<td>Feb 16, 22</td>
<td>Future of work: environmentally friendly work, remote work, digital workspace, mobility, mobile computing, workplace management, endpoint management, desktop as a service, cloud services, online collaboration. Market overview: desktop as a service.</td>
</tr>
<tr>
<td>6</td>
<td>Jun 02, 22</td>
<td>May 13, 22</td>
<td>May 17, 22</td>
<td>Data center networking and high availability network resources, network virtualization, data center switching, failover, UPSs, backup data centers, identity and access management, DCIM, facility management. Market overview: video surveillance.</td>
</tr>
<tr>
<td>7</td>
<td>Jul 07, 22</td>
<td>Jun 20, 22</td>
<td>Jun 22, 22</td>
<td>Special data center and cabling: 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 7/8/8A/8B</td>
</tr>
<tr>
<td>8</td>
<td>Aug 04, 22</td>
<td>Jul 18, 22</td>
<td>Jul 20, 22</td>
<td>Hybrid and multi-cloud networking: hybrid cloud, public cloud, private cloud, software defined storage (SDS), software defined network (SDN), software defined infrastructure (SDI), SASE, containerization, cloud management, cloud security, energy efficient cloud environments. Market overview: SDI/SNI solutions.</td>
</tr>
<tr>
<td>9</td>
<td>Sep 01, 22</td>
<td>Aug 12, 22</td>
<td>Aug 17, 22</td>
<td>Server, storage, containerization: datacenter switching, converged systems, hyperconverged infrastructure (HCI), software defined storage (SDS), software defined network (SDN), software defined datacenter (SDDC), server virtualization, big data, kubernetes, docker. Market overview: HCI systems.</td>
</tr>
<tr>
<td>11</td>
<td>Nov 03, 22</td>
<td>Oct 14, 22</td>
<td>Oct 18, 22</td>
<td>Cabling in IT and industry: cabling systems and components, copper and fiber optics, IoT, industry 4.0, gateways, media converters, connectors, single pair ethernet, standardization, parallel optics, WDM, category 6/7/8/8A/8B, 10GBE, 25GBE, 40GBE, 100GBE, 400GBE, patch panels, cable management, racks, cabinet systems, cabling service providers. Market overview: category 6, cable suppliers, cabling in IT and industry.</td>
</tr>
<tr>
<td>12</td>
<td>Dec 01, 22</td>
<td>Nov 14, 22</td>
<td>Nov 16, 22</td>
<td>The energy-efficient data center: cooling, air conditioning, waste heat recovery, certification, EN 50601, ISO/IEC 22237-7, power supply, PDUs, UPS, data center planning, data center services, colocation, housing, heat recovery. Market overview: intelligent PDUs.</td>
</tr>
</tbody>
</table>

### Ad formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Size Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Double page spread across gutter</strong></td>
<td>420 x 297 mm*</td>
</tr>
<tr>
<td><strong>1 1/2 pages across gutter</strong></td>
<td>315 x 297 mm*</td>
</tr>
<tr>
<td><strong>2 x 1/2 pages across gutter</strong></td>
<td>420 x 150 mm*</td>
</tr>
<tr>
<td><strong>1/1 page</strong></td>
<td>210 x 297 mm*</td>
</tr>
<tr>
<td><strong>2/3 page horizontal</strong></td>
<td>210 x 210 mm*</td>
</tr>
<tr>
<td><strong>2/3 page vertical</strong></td>
<td>135 x 297 mm*</td>
</tr>
<tr>
<td><strong>Junior page</strong></td>
<td>151 x 205 mm*</td>
</tr>
<tr>
<td><strong>1/2 page horizontal</strong></td>
<td>210 x 150 mm*</td>
</tr>
<tr>
<td><strong>1/2 page vertical</strong></td>
<td>103 x 297 mm*</td>
</tr>
<tr>
<td><strong>1/3 page horizontal</strong></td>
<td>210 x 105 mm*</td>
</tr>
<tr>
<td><strong>1/3 page vertical</strong></td>
<td>71 x 297 mm*</td>
</tr>
<tr>
<td><strong>1/4 page horizontal</strong></td>
<td>55 x 297 mm*</td>
</tr>
<tr>
<td><strong>1/4 page vertical</strong></td>
<td>210 x 82 mm*</td>
</tr>
</tbody>
</table>

* trimmed format
Bleed 5 mm on the open sides
## Ad prices

### Advertising rates and formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Basic Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 8,995.72</td>
</tr>
<tr>
<td>1/1 page advertorial (4,000 characters + image + logo)</td>
<td>€ 8,995.72</td>
</tr>
<tr>
<td>2/3 page</td>
<td>€ 6,510.72</td>
</tr>
<tr>
<td>9/16 page / junior page</td>
<td>€ 5,495.72</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 4,895.72</td>
</tr>
<tr>
<td>1/2 page advertorial (2,000 characters + image + logo)</td>
<td>€ 4,895.72</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 3,560.72</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 2,785.72</td>
</tr>
<tr>
<td>Cover page + 1 advertorial</td>
<td>€ 11,999.72</td>
</tr>
<tr>
<td>Cover pages: U2/U3/U4 each</td>
<td>€ 9,995.72</td>
</tr>
<tr>
<td>Cover flap</td>
<td>on request</td>
</tr>
</tbody>
</table>

### Discounts

<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>

### 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>€ 290.72</td>
</tr>
<tr>
<td>up to 50 g per 1,000 pieces</td>
<td>€ 329.72</td>
</tr>
<tr>
<td>up to 75 g per 1,000 pieces</td>
<td>€ 372.72</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>€ 279.72</td>
</tr>
<tr>
<td>6 pages per 1,000 pieces</td>
<td>€ 322.72</td>
</tr>
<tr>
<td>8 pages per 1,000 pieces</td>
<td>€ 362.72</td>
</tr>
<tr>
<td>12 pages per 1,000 pieces</td>
<td>€ 392.72</td>
</tr>
</tbody>
</table>

### Ad with attached postcard

- Minimum format: 1/1 page
  - 74.72 € 0/00 Adhesive costs incl. postage
  (machine bonding, manual on request)

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### Terms of payment

Payment within 21 days without deduction.

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

Cover 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 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
- Insertion options: all copies, or for specific zip-code areas

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 4 mm on each border to be cut off
- Minimum weight: 100 gsm for 4-page-products
- Placement: only between the different sections

Tip-ons

- 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.

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:

- Stefan Buchner, Disposition, phone +49 89 25556-1481
- Sandra Wegner, Disposition, phone +49 89 25556-1490
- DISPO.lanline@wekanet.de

File name

File names should be given as in the example:

**Customer name_lanline_issue** (example: Mustermann_lanline_1_22)

Proof: must be delivered in 4c based on the standard

- **Content 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.

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

**Delivery note:** loose/bound insert CUSTOMER, for LANline – issue xy/2022
1 Large-/Leaderboard
€ 200.- / 1,000 Ad Impressions
(970 x 90 pixels / 728 x 90 pixels, 150-300 KB)

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

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

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

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

7 Native Ad, Pos. 1+2
€ 350.- / 1,000 Ad Impressions
headline: max. 25 characters
teer 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.- / 1,000 Ad Impressions
(640 x 250 pixels, 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 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

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 pixels, recommended: 150 KB
Due to different pixel density of the devices, all banner formats can also be requested in double size. Prices on request.
Lieber Herr Mustermann,


Jörg Schreiper
Chefredakteur LANline

Every week, lanline.de informs your customers via newsletter - even faster, more up-to-date and more targeted. More than 20,1001 ICT decision-makers receive customized news, product reports and technical articles. The newsletter is the ideal advertising medium for product presentations and event information.

1 Status from: 08/2021

**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.

**File format:**
Image with text: PNG
Image without text: JPG or 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 at 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
Web-seminar

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: € 6,990.- (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, it security, cabling, 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.

Customers can find the right provider here!
You should not be missing out on this: secure your premium entry in the supplier compass of lanline.de
www.lanline.de/anbieterkompass/

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 2022**

- 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
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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 2022

- Datacenter Symposium Cologne: April 6, 2022
- Datacenter Symposium Berlin: June 1, 2022
- Cabling & Datacenter Hamburg: September 1, 2022
- Datacenter Symposium Munich: September 13, 2022
- Cabling & Datacenter Vienna: November 9, 2022

Contact

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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 2022

- Tech Forum Munich: January 25 - 26, 2022
- Tech Forum Berlin: June 02, 2022
- Tech Forum Stuttgart: July 07, 2022
- Cabling & Datacenter Hamburg: September 1, 2022
- Tech Forum Cologne: October 19 - 20, 2022
- Cabling & Datacenter Vienna: November 9, 2022

Contact

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

Watch the video

use the credible LANline test seal for all your 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.

EXCLUSIVE SURVEYS

Do you want to address individual questions to a selected target group and obtain insights into your strategy, market developments and technical trends? Design your exclusive survey together with us and benefit from our renowned communication channels. We will be happy to support you with conception, creation, application and evaluation.

Option 1: surveys

■ 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 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

Ab jetzt kann Fujitsu die Cloud Services von Amazon Web Services (AWS) seinen Unternehmens- und Behördenkunden anbieten. Der japanische Konzern hat als AWS-Partner den höchsten Akkreditierungsstatus erreicht.

Fujitsu hat ab sofort den Status eines AWS Managed Service Providers und kann seinen Kunden Cloud Services von Amazon Web Services (AWS) als Geschäftslösungen anbieten. Cloud Services spielen eine entscheidende Rolle im Rahmen der digitalen Transformation, die Fujitsu bei seinen Kunden in Unternehmen und Behörden umsetzen will. Der Hersteller bezeichnet die Kollaboration mit AWS dabei als entscheidende Schlüsselkomponente seines gesamten Cloud Portfolios.

Advantages

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

Link to your own company/brand:
- per month: 990.- Euro (no discounts)
- per year: 9,990.- Euro (no discounts)

Link to a keywords:
- per month: from 990.- Euro (no discounts)
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!

**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)

**Services Online advertorial incl. Social media plus**

- Total price: € 2,490.-

**Incl. banner package**

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

**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, unlimited characters (recommendation up to max. 7,000 characters incl. spaces)
- lead text for social media, approx. 100 - 200 characters + hashtags

**Total price: € 4,900.-**
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.

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.

Translations

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

Social media concepts

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

Video and audio productions

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

Market research

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

„WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a crossmedia marketing portfolio across all industries.“
1. An order in the sense of the general terms and conditions that follows is a contract relating to the publication of an advertisement that results from an application for advertising space by the client and the readiness 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, which will cover banners, pop-ups, and other special interest and keyword placements.

2. Deviations from supplementing general terms and conditions of advertising clients will not be recognized as an integral part of the contract, that is, until 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 changes that are not subject to advance. The changes will only become effective in particular the case of the inactivity of a term or condition, to add to or 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 contracts and causes an alteration of contractual relations, to adapt the affected terms and conditions to suit the purpose of the altered legal situation.

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

5. 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.

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

7. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. 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 in full 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 within the specified time limit or otherwise as agreed.

8. Placement of online advertising will be made as reasonably suit for 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. The publisher retains the right to change the date of appearance of online advertising for technical or other comprehensible reasons.

9. 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.

10.Cancellation fee online: Cancellation up to 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:

- 5% of the net value of the order for cancellation less than two weeks before the commencement of insertion;
- 30% of the net value of the order for cancellation less than one week 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.

11. Different to the above provisions, cost-free cancellation of scheduled postings is only possible until two weeks before the date of insertion at the latest.

12. 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 appearance, a constituent part of the presentation of the advertisement and 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 advertisements that are not identified by the word "Anzeige" [Advertisement] and/or set out from the editorial content to make its advertising nature plain

13. The client is responsible for the timely delivery of proper material for online or for purposed delivery of properly material for required online advertising. In the case of digital ready to print copy the client underakes to deliver proper copy, complying in particular with the format or the technical specifications of the publication, punctually for the print copy deadline.

14. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and assistance on the part of the client. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video contents is reproduced) the client is responsible for concluding the necessary agreements with GEMA [society for musical performing and mechanical reproduction rights] and/or their representatives as well as with the respective web sites on which the advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.

15. In cases where a number of related files are sent, the client will ensure that these data are sent and saved in a common folder (folder).

16. Partially transmitted or uncorrected advertisements can only be reliably processed with a color proof supplied on paper. Differences in color are unavoidable without a color proof, but are no entitlement to a rectification or replacement. Should subsequent fulfillment fail, the client may of their own choice demand a reduction of payment (abatement) or cancelation of the order (redhibitory action).

17. In the event of wholly or partly flagellate, incorrect or incomplete impression of an advertisement, the client will claim impression of a faultless substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable term set for them for this purpose to pass by or if the substitute advertisement is again not free of faults, the client may claim a deduction of payment (abatement) or cancelation of the order (redhibitory action).

18. In the event of insufficiencies of online advertising in writing within these workdays after said online advertising goes live, otherwise a warranty claim may no longer be enforced.

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

20. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especially in terms of consequential damages, unpreventable technical losses and damage or 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 the sake of the Product Liability Act for injury to life, body or health according to statutory provisions.

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

22. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the proofs.

23. In cases of changes in the advertisement, the client must expressly request a faxed correction. Only correct color adjustment ensures correct printing of 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 within the specified time limit or otherwise as agreed.

24. The publisher is informed of any alteration, at the latest one month in advance. The publisher is authorized in particular in the event of official stipulations or supreme court decisions if said alteration affects one or more contracts and causes an alteration of contractual relations, to adapt the affected terms and conditions to suit the purpose of the altered legal situation.

25. In other respects the publisher is only liable in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or grossly negligent behavior.

26. In the event of online advertising, the client acknowledges that they are fully aware of the risks of making online advertising in writing within these workdays after said online advertising goes live, otherwise a warranty claim may no longer be enforced.

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

28. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especially in terms of consequential damages, unpreventable technical losses and damage or 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 the sake of the Product Liability Act for injury to life, body or health according to statutory provisions.

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

30. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the proofs.

31. In the event of changes in the advertisement, the client must expressly request a faxed correction. Only correct color adjustment ensures correct printing of 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 within the specified time limit or otherwise as agreed.

32. In cases of changes in the advertisement, the client must expressly request a faxed correction. Only correct color adjustment ensures correct printing of 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 within the specified time limit or otherwise as agreed.

33. The client has no right to claims for compensation.

34. In the event of online advertising, the client acknowledges that they are fully aware of the risks of making online advertising in writing within these workdays after said online advertising goes live, otherwise a warranty claim may no longer be enforced.

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

36. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, destruction of operations, etc). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising, or wholly or partly withdraw from the contract. The client has no right to claims for compensation.