The overarching media brand for the ICT market

In a complex and fast-moving world of information and media, the new connect professional provides comprehensive information about the ICT industry quickly and with the usual expertise. In this way, connect professional is responding to the increasing demand for a holistic view of the ICT market, from the product to the sales channel: whether business decision-makers, channel managers or infrastructure specialists - developments in the ICT market ultimately affect them all.

The claim to have a 360-degree view of these market developments will in future be realized by the enhanced connect professional in its comprehensive reporting at a glance. It is thus the only trade publication that comprehensively covers all areas of the ICT industry.

**High credibility. High acceptance.**
connect professional is the medium for business IT, telecommunications and all facets of digitization. Its high reach confirms its editorial utility and credibility. Influential ICT decision-makers trust connect professional to inform them about new products, solutions, services and strategies in professional IT and telecommunications. They use connect professional just as intensively as the daily updated web service connect-professional.de and the connect-professional.de newsletter.

**The medium for ICT decision-makers:**
CEOs, CIOs, CTOs, system administrators, IT managers / executives

**Industries:**
Industrial / consumer goods, system houses / managed service providers / IT service providers, public authorities / public institutions / government / science / education / training, retail / banking / insurance, network operators / service providers

**Total distributed circulation:**
55,655*
thereof e-paper:
36,271*
Target group

Position in the company

- CEO: 22%
- CIO: 23%
- CTO: 19%
- System Administrator: 18%
- IT Manager: 16%
- Others: 2%

Employees in the company

- up to 19: 31%
- 20 - 99: 14%
- 100 - 499: 19%
- 500 - 999: 19%
- from 1.000: 17%
- Others: 2%

Industries

- System Integrators / Managed Service Providers / IT Service Providers: 53%
- Government / Public Institutions / Agency / Science / Education / Training: 15%
- Network Operators / Service Providers: 13%
- Industrial / Consumer Goods: 9%
- Commerce / Banks / Insurance: 8%
- Others: 2%
## Topics / Dates 2024

<table>
<thead>
<tr>
<th>Print edition with extended e-paper</th>
<th>Publication</th>
<th>Ad closing</th>
<th>Deadline print material</th>
<th>Main topics</th>
<th>Industry special</th>
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<td>09.01.24</td>
<td>11.01.24</td>
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<td>Data center/IT infrastructure/cabling</td>
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<td>15.03.24</td>
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<td>Managed Services / Cloud</td>
<td>Data center/IT infrastructure/cabling</td>
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<td>22.03.24</td>
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<td>Connectivity and Artificial Intelligence</td>
<td>Security</td>
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<td>15.04.24</td>
<td>17.04.24</td>
<td>Data center/IT infrastructure/cabling</td>
<td>Managed Services / Cloud</td>
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<tr>
<td>6</td>
<td>07.06.24</td>
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<td>12.07.24</td>
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<td>Security</td>
<td>Modern Workplace and Artificial Intelligence</td>
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<td>23.08.24</td>
<td>05.08.24</td>
<td>07.08.24</td>
<td>Data center/IT infrastructure/cabling</td>
<td>Managed Services / Cloud</td>
</tr>
<tr>
<td>9</td>
<td>13.09.24</td>
<td>27.08.24</td>
<td>29.08.24</td>
<td>Connectivity</td>
<td>Data center/IT infrastructure/cabling</td>
</tr>
<tr>
<td>10</td>
<td>11.10.24</td>
<td>23.09.24</td>
<td>25.09.24</td>
<td>Security</td>
<td>Modern Workplace</td>
</tr>
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<td>11</td>
<td>08.11.24</td>
<td>21.10.24</td>
<td>23.10.24</td>
<td>Data center/IT infrastructure/cabling</td>
<td>Connectivity</td>
</tr>
<tr>
<td>12</td>
<td>06.12.24</td>
<td>19.11.24</td>
<td>21.11.24</td>
<td>Managed Services / Cloud</td>
<td>Security and Artificial Intelligence</td>
</tr>
</tbody>
</table>

### Areas of focus

**Data Center / IT Infrastructure / Cabling**
- UPS, Server, Storage, Networks, Automation

**Connectivity**
- 5G, Metrology, Wireless, Campus Networks, SDWAN, Industry 4.0, IoT, Smart Building

**Security**

**Modern Workplace**
- Notebooks, tariffs, customer service, monitors, printers, headsets, videoconferencing, collaboration, PBXs, AI, UCC, Mixed Reality

**Managed Services / Cloud**
- IaaS, PaaS, SaaS, Big Data, Multi Cloud, Hybrid Cloud, Cloud PBX, Software, Business Intelligence
Ad formats

### Double page spread across gutter
- Size: 420 x 297 mm*

### 1 1/2 pages across gutter
- Size: 315 x 297 mm*
- Trim allowance: 5 mm on the open sides

### 2 x 1/2 pages across gutter
- Size: 420 x 148 mm*
- Trim allowance: 5 mm on the open sides

### 1/2 page horizontal
- Size: 210 x 148 mm*
- Trim allowance: 5 mm on the open sides

### 1/2 page vertical
- Size: 102 x 297 mm*
- Trim allowance: 5 mm on the open sides

### 1/4 page vertical
- Size: 102 x 148 mm*
- Trim allowance: 5 mm on the open sides

### 1/4 page horizontal
- Size: 52 x 297 mm*
- Trim allowance: 5 mm on the open sides

### 1/3 page horizontal
- Size: 210 x 97 mm*
- Trim allowance: 5 mm on the open sides

### 1/3 page vertical
- Size: 68 x 297 mm*
- Trim allowance: 5 mm on the open sides

### 1/1 page
- Size: 210 x 297 mm*
- Trim allowance: 5 mm on the open sides

### 2/3 page horizontal
- Size: 210 x 262 mm*
- Trim allowance: 5 mm on the open sides

### 2/3 page vertical
- Size: 138 x 297 mm*
- Trim allowance: 5 mm on the open sides

### Junior Page
- Size: 147 x 210 mm*
- Trim allowance: 5 mm on the open sides

### 1/2 page horizontal
- Size: 210 x 148 mm*
- Trim allowance: 5 mm on the open sides

### 1/2 page vertical
- Size: 102 x 297 mm*
- Trim allowance: 5 mm on the open sides

### 1/4 page vertical
- Size: 102 x 148 mm*
- Trim allowance: 5 mm on the open sides

### 1/4 page horizontal
- Size: 52 x 297 mm*
- Trim allowance: 5 mm on the open sides

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Size specifications width x height
* trimmed format
Trim allowance 5 mm on the open sides

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Print advertising materials please email to:
DISPO.connectProfessional@wekanet.com
### Advertising rates

**Advertising rates and formats (without VAT)**

Advertising rate card valid from 01.01.2024

<table>
<thead>
<tr>
<th>Format</th>
<th>Base price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 9,990</td>
</tr>
<tr>
<td>1/1 page advertorial (4,000 characters incl. spaces + logo + 1-2 images)</td>
<td>€ 9,990</td>
</tr>
<tr>
<td>A5 (junior page)</td>
<td>€ 5,990</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 5,490</td>
</tr>
<tr>
<td>1/2 page advertorial (2,000 characters incl. spaces + logo + 1 picture)</td>
<td>€ 5,490</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 3,990</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 2,990</td>
</tr>
<tr>
<td>Cover pages U2/U3/U4 each</td>
<td>€ 10,990</td>
</tr>
</tbody>
</table>

**Ad rates Reseller Market**

<table>
<thead>
<tr>
<th>Format</th>
<th>Base price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 3,990</td>
</tr>
</tbody>
</table>

**Extended E-Paper:**
Your ad booked in the print edition will also appear in the corresponding extended e-paper edition. The general advertising price list applies.

**Frequency discounts**

In case of acceptance within 12 months (insertion year)

<table>
<thead>
<tr>
<th>Painting scale from 1/4 page upwards</th>
<th>Quantity scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>from 3 ads</td>
<td>3% from 3 Pages 5%</td>
</tr>
<tr>
<td>from 6 ads</td>
<td>5% from 6 Pages 10%</td>
</tr>
<tr>
<td>from 9 ads</td>
<td>10% from 9 Pages 15%</td>
</tr>
<tr>
<td>from 12 ads</td>
<td>15% from 12 Pages 18%</td>
</tr>
<tr>
<td>from 18 ads</td>
<td>18% from 15 Pages 20%</td>
</tr>
<tr>
<td>from 24 ads</td>
<td>20% from 18 Pages 22%</td>
</tr>
<tr>
<td>from 36 ads</td>
<td>22% from 24 Pages 25%</td>
</tr>
</tbody>
</table>

**Additional charges**

<table>
<thead>
<tr>
<th>Placement</th>
<th>For requested placements confirmed by the publisher, we charge a surcharge of 10 % of the basic price (but at least € 160).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>Prices listed are for Euroscale, surcharge for special colors on request</td>
</tr>
<tr>
<td>Format</td>
<td>Surcharges for bleed and waistband printing are not levied</td>
</tr>
</tbody>
</table>

**Loose inserts**

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price per 1,000 pieces</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td>€ 290,-</td>
</tr>
<tr>
<td>up to 50 g</td>
<td>€ 329,-</td>
</tr>
<tr>
<td>up to 75 g</td>
<td>€ 372,-</td>
</tr>
<tr>
<td>(incl. Postal charges)</td>
<td></td>
</tr>
<tr>
<td>4 pages</td>
<td>€ 279,-</td>
</tr>
<tr>
<td>6 pages</td>
<td>€ 322,-</td>
</tr>
<tr>
<td>8 pages</td>
<td>€ 362,-</td>
</tr>
<tr>
<td>12 pages</td>
<td>€ 392,-</td>
</tr>
</tbody>
</table>

**Bound inserts**

<table>
<thead>
<tr>
<th>Variants</th>
<th>Price per 1,000 pieces</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 pages per 1,000 pieces</td>
<td>€ 279,-</td>
</tr>
<tr>
<td>6 pages per 1,000 pieces</td>
<td>€ 322,-</td>
</tr>
<tr>
<td>8 pages per 1,000 pieces</td>
<td>€ 362,-</td>
</tr>
<tr>
<td>12 pages per 1,000 pieces</td>
<td>€ 392,-</td>
</tr>
</tbody>
</table>

**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

Cover page
Format:
W 196 mm x H 178 mm
Price: € 13,990

Belly wrap
Format:
W 470 mm x H 60 mm
Back side approx. 55 mm unprinted due to adhesive edge
Price: € 15,990

Cover flap
Format front:
W 105 mm x H 216 mm
Format inside: W 105 mm x H 297 mm
Price: € 13,990

Center flap
Format front:
W 150 mm x H 297 mm
Format back:
W 160 mm x H 297 mm
Price: € 12,990

All formats are available on request. Other special advertising formats are possible. Talk to your connect professional media experts.
IT Service Guide

The IT Service Guide is a rubricated shopping guide for products and services. Different headings are possible such as:

- CRM/ERP systems
- Printer
- Green IT
- IoT/M2M
- Managed Services
- Metrology
- Monitors
- Network operator & provider
- Network
- Server
- Unified Communications & CTI
- Virtualization

Price
999,- € for min. 10 issues (=annual price) per rubric entry
When booking 2 headings: 10 % combination discount
From 3 entries: 20 % combination discount

Number of characters
Max. 750 characters incl. spaces + company logo
Technical data

Inserts / Bound inserts / Stickers / CDs

<table>
<thead>
<tr>
<th>Supplements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum format</td>
</tr>
<tr>
<td>Maximum format</td>
</tr>
<tr>
<td>Minimum weight</td>
</tr>
<tr>
<td>Maximum weight</td>
</tr>
<tr>
<td>Positioning</td>
</tr>
</tbody>
</table>

Inserts must be delivered trimmed and folded as finished end products and be suitable for machine processing. Insertion options: Print run or partial run by postal code or Nielsen area.

<table>
<thead>
<tr>
<th>Bound inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope</td>
</tr>
<tr>
<td>Minimum format</td>
</tr>
<tr>
<td>Maximum format</td>
</tr>
<tr>
<td>Trimmed sides</td>
</tr>
<tr>
<td>Minimum weight</td>
</tr>
<tr>
<td>Placement</td>
</tr>
</tbody>
</table>

Bound inserts must be delivered folded and in untrimmed format and be suitable for machine processing.

<table>
<thead>
<tr>
<th>Sticker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folded products must be closed to the bundle and suitable for machine processing. Positioning and formats available upon request. Placement options: Print run or partial run of inserts by ZIP code or Nielsen areas.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning on demand</td>
</tr>
</tbody>
</table>

Technical specifications / Processing

<table>
<thead>
<tr>
<th>Printing method and processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Sheetfed offset</td>
</tr>
<tr>
<td>Content</td>
</tr>
<tr>
<td>Paper</td>
</tr>
<tr>
<td>Further processing</td>
</tr>
<tr>
<td>Format</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Type area</td>
</tr>
</tbody>
</table>

File name

File names must be assigned according to the following pattern:
Advertiser_connectprofessional_issue (Example: Sample_connectprofessional_1_24)

Proof:
are in 4 color mode based on the standard
Content: "PSO_LWC_improved_eci (Fogra 45L)"
Cover: "Fogra 51 PSOcoated v3" to be created for offset printing. The corresponding profiles are available for download at www.eci.org.
Minor tonal value deviations are due to the tolerance range of web offset printing.

Black solid areas should be underlaid with 40% halftone in cyan. FTP access: on request

Technical specifications

Position all image elements (including logos, QR codes) 5 mm from the outer edge. Files in PDF format according to the PDF/X-3 standard. Please request our reproduction and proof instructions from the following contacts:
Jeanette Blaukat, Disposition, Phone + 49 89 25556-1014
DISPO.connectProfessional@wekanet.de

Delivery date and delivery address

For the delivery date and conditions, please ask the contact persons known to you.
Vogel Druck und Medienservice GmbH, receiving department Leibnizstrasse 5, 97204 Höchberg
Delivery note: Insert/Customer, for connect professional - issue xy/2024

Reference prices

Annual subscription print domestic: €142.00, of which €112.60 issue, €29.40 shipping
Annual subscription print foreign countries: €152.00, of which €112.60 issue, €39.40 shipping
Single issue print: 15.00 € incl. current VAT, plus 3.00 € shipping costs
Annual subscription digital e-paper (domestic/foreign): €75.00 incl. current VAT, excluding shipping costs
Single issue digital e-paper (domestic/foreign): €7.00 incl. current VAT, excl. shipping costs
Do you have any questions?

We will be happy to advise you!

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