



# MEDIA DATA 2024 - Digital

# **connect**

professional

[connect-professional.com](https://connect-professional.com)

# 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



**335,000 Pls/month\***

**150.000 Visits/month\***

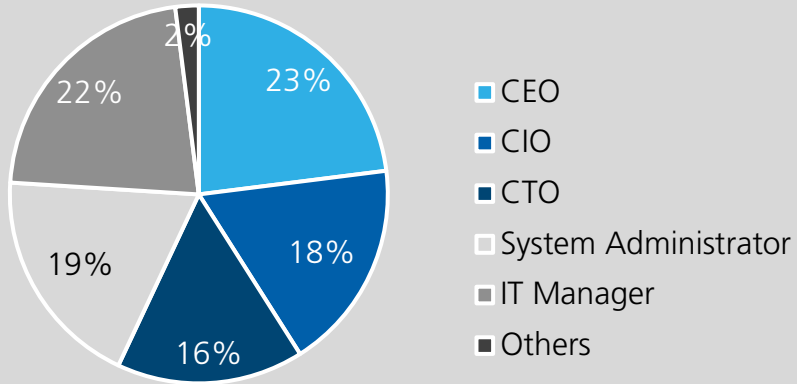
**26,000 Newsletter recipients**



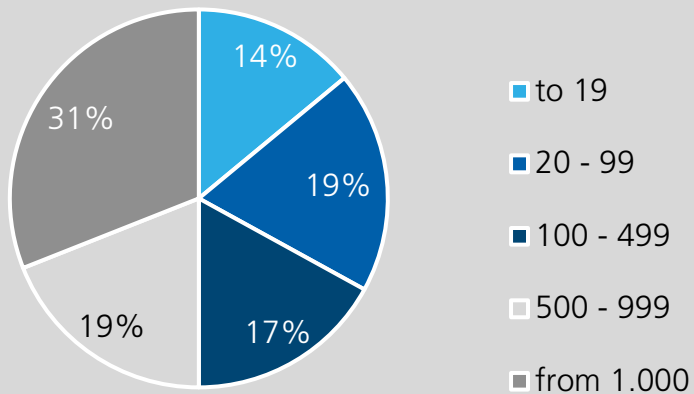
\*Source: IVW Online 8/23

# Target group

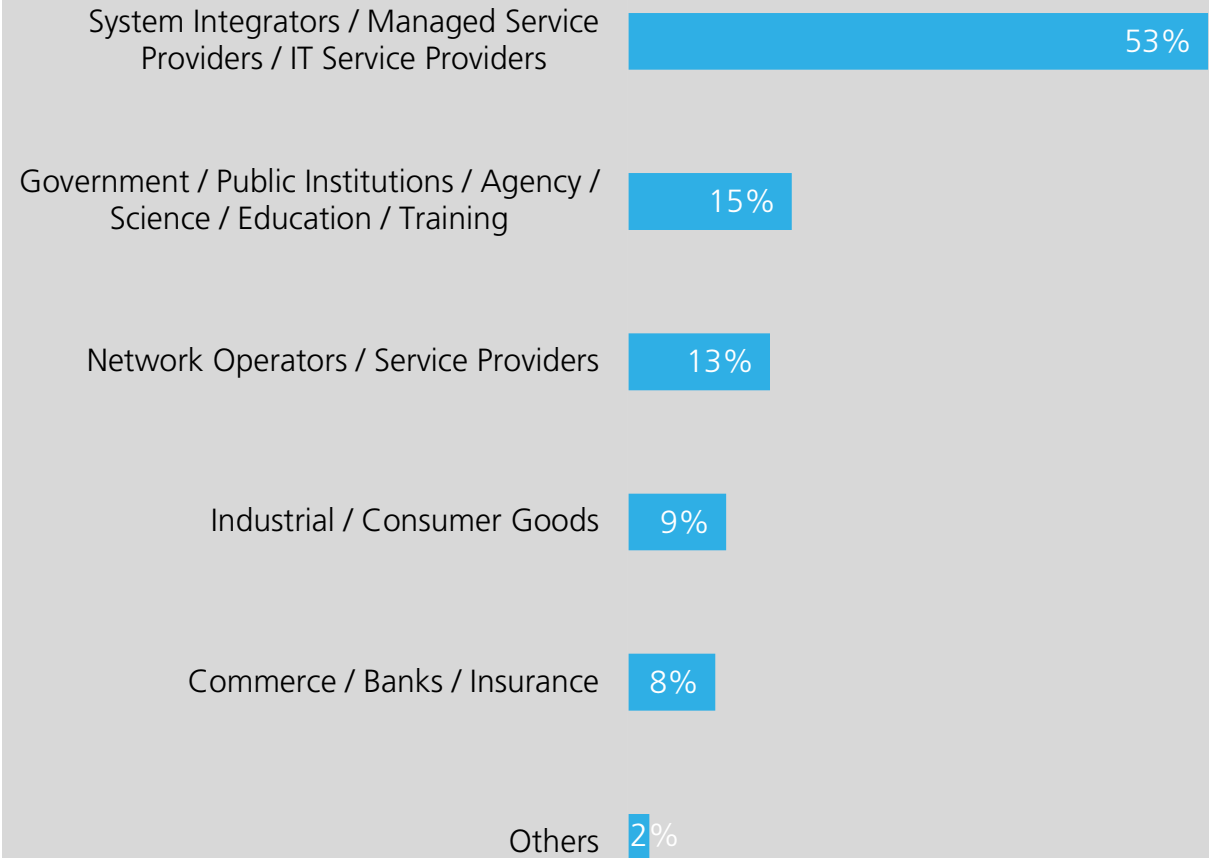
## Position in the company



## Employees in the company



## Industries



# Prices connect professional

STANDARD ADVERTISING FORMS	CPM
Banner / Leaderboard - 6:1 / 8:1	260 €
Skyscraper - 1:4	200 €
Rectangle	200 €
Mobile banner	270 €
AdBundle (Banner/Skyscraper/Rectangle)	200 €

BIG ADS	
Large Leaderboard	330 €
Billboard - 2:1 / 4:1	390 €
Half page ad	300 €
Sitebar - 1:3	390 €
Mobile Rectangle 1:1	250 €
Video Ad / Outstream	200 €

SPECIAL ADS	
Native Ad	390 €
Content Super Banner	390 €
Mobile interstitial	390 €
Mobile Halfpage	390 €
Wallpaper	380 €
Fireplace	500 €
Sitebranding	800 €

TARGETING	SURCHARGE PER CRITERION
Keyword/Contextual	+25 €
Technical (e.g. time, browser)	
Geographic	
Retargeting	
Exclusion of individual devices	

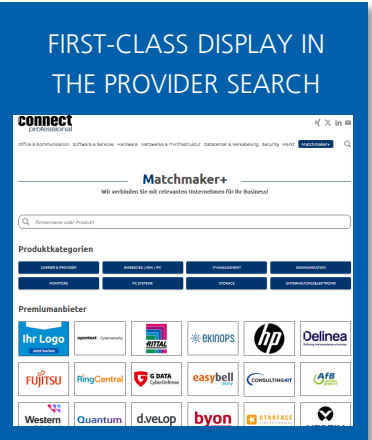
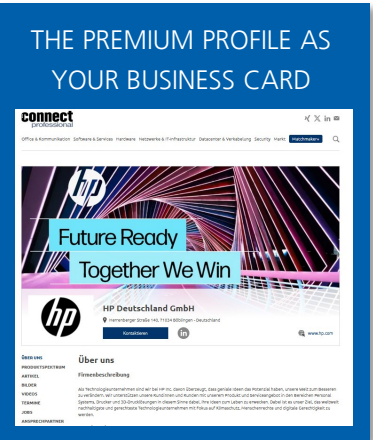
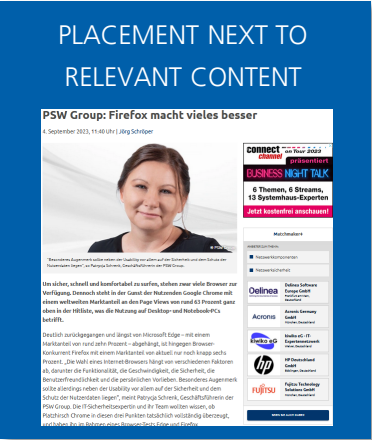
NEWSLETTER (27,000 recipients)	FIXED PRICE PER WEEK (Mon - Fri)
Leaderboard	4.900 €
Billboard	
Small rectangle	
Native Ad / text ad within the content	
Leaderboard in e-Paper Newsletter	1.490 €





All this  
offers you

Matchmaker+



**Advantages**

- Address customers when they are interested in your topics and products!
- Build trust and benefit from our strong content and brands!
- Generate qualified leads, thanks to professional presentation of your company and products as a premium supplier!

	Starter	Advanced	Premium
	only 3.990€*	only 5.990€* <div>TOP SELLER</div>	only 7.990€*
Premium company profile with extended design options	●	●	●
Logo insertion in our newsletters	●	●	●
Your company logo as a partner in our print editions	●	●	●
Topic keywords** for placing your message next to matching editorial content	1	4	5
Individual design of the placement as a content box	-	●	●
Post on LinkedIn social media channel with link to premium entry	-	●	●
Profile maintenance and setup by our team	-	-	●

\* Term 12 months, start date freely selectable. After 12 months, the subscription is extended indefinitely with a notice period of one month.  
\*\* Subject areas or products that match your company. Keywords limited to a maximum of 36,000 page impressions per year; additional keywords or extensions can be booked at any time.

# Special ads

## 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



Base price: € 1.490,-  
+ per thousand recipients: € 270,- (each not discountable)



## 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.

### Advantages

- Direct linking to your homepage or online store
- Prominent placement in editorial content
- High attention and click probability



Linking of own company/brand:  
• per month: 990,- Euro (not discountable)  
• per year: 9.990,- Euro (not discountable)



Linking a keyword:  
• per month: from 990,- Euro (not discountable)

# Special ads

## Lead generation with webinar

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

- Online advertorial to promote the webinar (booking at least 6 weeks before the webinar)
- Native Ad for application in two connect professional newsletters
- Native Ad for application on connect-professional.de for a total of one month
- Customized newsletter to qualified users
- Participant registration
- Briefing of your speaker and technical implementation
- A live broadcast incl. moderation
- Passing on the registration data (company, first name, last name, e-mail)
- Provision of the webinar as a registration-required On-demand webcast for download



## Online advertorial

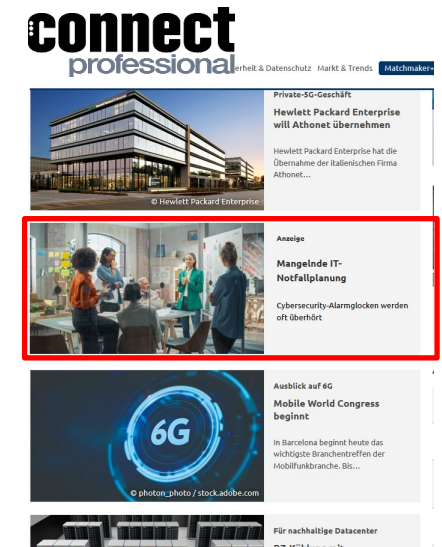
The online advertorial is ideal for presenting complex topics over a longer period of time. Online advertorials are designed in such a way that users perceive them as editorial contributions. This gives your content a high level of credibility.

### Implementation

- Complete production of the advertorial after sending text and image material
- Placement of your advertorial in the editorial environment on the homepage incl. picture and linking
- Digital playlist: content and teasers are displayed on both desktop and mobile devices
- Post with link to the advertorial on the social media channels (X, LinkedIn, XING)



Price: € 2.990,- (not discountable)



Price: € 6.990,- (not discountable)

# Sitebranding to push awareness

## Sitebranding

The branding ad as a large frame around the content on desktop and as a combination of mobile banner and mobile rectangle on mobile. On desktop, the ad is scalable and the areas to the right and left of the content automatically adapting to the user's screen resolution to fill the entire area.

## Awareness

Due to its size and placement in the directly visible area, the ad is particularly suitable for pushing the awareness of a brand/product.



Price: € 800,- CPM gross





# Do you have any questions?

We will be happy to advise you!



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