weka Fachmedien

MEDIA DATA 2024 - Digital Connect professional

connect-professional.de

The overarching media brand for the ICT market

ICT 360°

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:

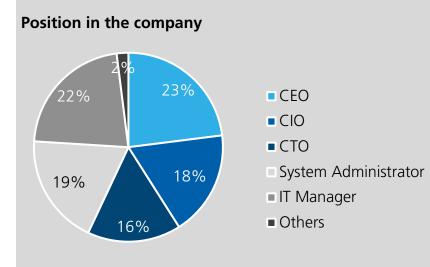
Industrial / consumer goods, system houses / managed service providers / IT service providers, public authorities / public institutions / government / science / education / training, retail / banking / insurance, network operators / service providers



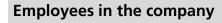
335,000 Pls/month*
150,000 Visits/month*
26,000 Newsletter recipients
140,000 News, product and specialist articles

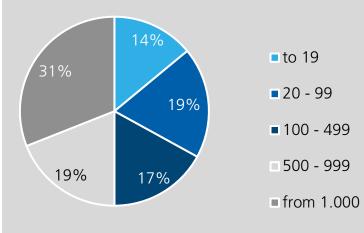


Target group



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%





Prices connect professional

STANDARD ADVERTISING FORMS	СРМ
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 €		

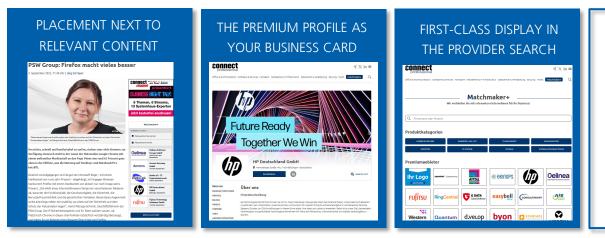
TARGETING	SURCHARGE PER CRITERION		
Keyword/Contextual			
Technical (e.g. time, browser)			
Geographic	+25 €		
Retargeting			
Exclusion of individual devices			
NEWSLETTER (27,000 recipients)	FIXED PRICE PER WEEK (Mon - Fri)		
Leaderboard			

Billboard	
Small rectangle	4.900€
Native Ad / text ad within the content	
Leaderboard in e-Paper Newsletter	1.490 €



Special ads

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€ * <mark>TOP</mark>	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

So steigern Sie Geschäftserfol Cyber Security Partner By Your Side. Sehr geehrte Frau Steuer, andschaft änder die Bedrohungsl setzen beim Thema Cybersicherh Service Provider. Diese sollen die und flexibel reagieren. Für Mana umfangreiche Geschäftspotenz Sehr geehrte Frau Schneider, Erfahren Sie in unseren Tipps, v die Analysen des Kasperakr Security Bulletins zeigen, wird Cyberkriny We de <u>Augustationales notational advants douting</u> angen, wro Upsharthrakat inher met zu eine desonatarnoest. Opersiminele optimieren in Dualess, annon vie serdee Unternehmen. Dazu stalieren sie ihren Beitre und Jagen bestimte Tatigkeiten Managed Services erfolgreich w aus. Matware-as-a-Service (Maa 5) boomt. Damit können auch weniger raffinierte Ihr Sophos-Team yoentriminelle relativ eintach Cyberangritte starten, indem sie passence Malware-Tool: szeitig werden die Angrittemethoden immer komplexer. elohen automatisierte Abwehrsysteme als alleiniges Mittel für eine umfassendr Joherneit nicht mehr aus. Unternehmen müssen die Anzeichen für eine orohende Cjoerattacke schneil entennen und vorbeugen - im besten Pail bevor Schaden entalent. Dazu benötigen sie einen mehrdimensionalen äicherheitsamatz, bei dem technischt Erfolgsfaktor " Lösungen zur Erkennung und Abwehr von Cyberangritten, präventive Mar I menschliche Expertise vechselsetig zusan Gepersky kennt die Antorderungen verschiedener Branchen und Unternehmensgrößer Mageraly konst uie Antonioenangen veranimenen undonnen und unternenne genau und schutzt weitweit über 220.000 Unternehmen gegen Cyberbec Der zuverlässige All-In-One Cyberschutz von Kaspersky deckreischiedenste drohungen MSP-Experten im Bei der Bereitstellung vi rhaitensbasierte und mit Kl unterstützte Bedrohungs Weitweit anerkannte Threat Intelligence (TI) ganzheitlichen Ansatz anbieten. Wie geht mai lanaged Security Service 24/7 Firewall im Einsatz hab Training für Cybersiche Hardware, Software u er mehrdimensionales Security-Konzept birgt vor dem Hintergrund der aktuelle erfolgreich an? Netrohungslage enormes Geschäftspotential – Inspesondere für Managed-Service- und Managed-Security-Service-Provider. Erfahren Sie im In Schutzen jetzt auch Sie ihre Kunden vor bekannten, unbekanr Kaiser und Sebas Erfolgsfaktoren er ohungen und nutzen sie gleichzeitig dieses Business-Erfahrungswerte er Zum Inter Tream you know Erfolgs für me

kaspersky

kaspersky

SOPHOS

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)

Base price: € 1.490, + per thousand recipients: € 270,- (each 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 playout: 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)



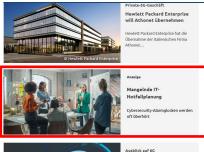
Price: € 2.990,- (not discountable)

connect

OFOTESSION allerheit & Datenschutz Markt & Trends

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FACHMEDIEN







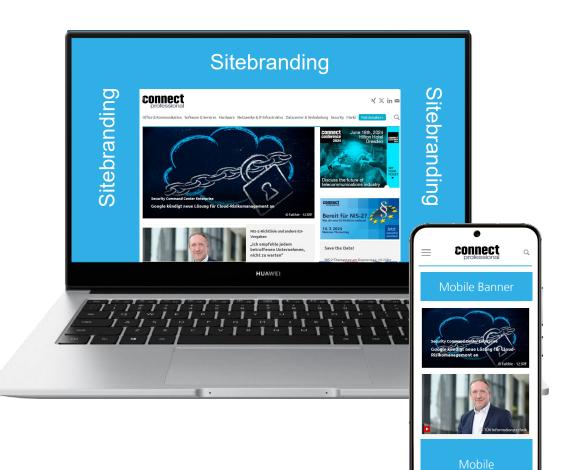
Sitebranding to push awareness

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.





Do you have any questions?

We will be happy to advise you!



Eric Weis

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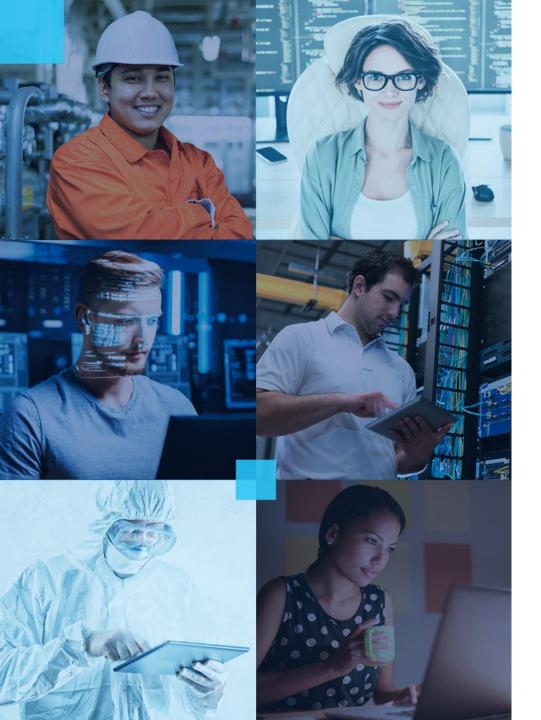
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