EDITORIAL PROFILE

SUBJECT: NETWORKED COMPUTERS IN ENTERPRISE
The main focus is on the company-wide use of networked computers in the fields of:
Security and privacy • Software development • System management • Cloud • data center technology: networks, server, storage • Machine Learning and AI • Virtualisation • Digitalisation • IoT and embedded systems • Internet • Big data and data science •

iX picks up on current trends in information technology and looks behind the hypes. Tests and field reports provide a decision-making aid for the use of products and services. iX guides its readers through the increasingly confusing and constantly changing IT jungle. Independent, thoroughly researched and critical specialist journalism comes first. The iX authors are themselves IT professionals and write from practical experience.

TARGET AUDIENCE
iX writes for the broad audience of IT-experts:
From IT-managers to consultants, software developers, system and network administrators, security specialists, sales staff and scientists in industry and at universities.

iX reaches the multiplier:
• executives participating in decision preparation,
• executives responsible for procurement decisions
• decision-makers of tomorrow

EDITORIAL CONCEPT
iX informs about products and services – from the announcement about current tests up to the experience report - and about the companies behind, their capital, support, future plans, product range.

iX writes for practice - with reports on future-oriented solutions, system administration, programming, practice tips.

iX reports on theories and concepts from science, research and development enabling today’s readers to understand tomorrow’s technology.

iX shows where the market is heading to – allowing readers to keep track of an increasingly intricate IT world.
## PUBLICATION SCHEDULE 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>On sale</th>
<th>Space close</th>
<th>Material due</th>
<th>Loose insert due</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/2020</td>
<td>23 Jan, 2020</td>
<td>08 Jan, 2020</td>
<td>10 Jan, 2020</td>
<td>14 Jan, 2020</td>
</tr>
<tr>
<td>03/2020</td>
<td>20 Feb, 2020</td>
<td>03 Feb, 2020</td>
<td>05 Feb, 2020</td>
<td>11 Feb, 2020</td>
</tr>
<tr>
<td>04/2020</td>
<td>19 Mar, 2020</td>
<td>02 Mar, 2020</td>
<td>04 Mar, 2020</td>
<td>10 Mar, 2020</td>
</tr>
<tr>
<td>05/2020</td>
<td>16 Apr, 2020</td>
<td>26 Mar, 2020</td>
<td>30 Mar, 2020</td>
<td>03 Apr, 2020</td>
</tr>
<tr>
<td>06/2020</td>
<td>22 May, 2020</td>
<td>30 Apr, 2020</td>
<td>05 May, 2020</td>
<td>12 May, 2020</td>
</tr>
<tr>
<td>01/2021</td>
<td>19 Nov, 2020</td>
<td>02 Nov, 2020</td>
<td>04 Nov, 2020</td>
<td>10 Nov, 2020</td>
</tr>
<tr>
<td></td>
<td>17 Dec, 2020</td>
<td>30 Nov, 2020</td>
<td>02 Dec, 2020</td>
<td>08 Dec, 2020</td>
</tr>
</tbody>
</table>

### iX-Special editions

<table>
<thead>
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<th>Edition</th>
<th>On sale</th>
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<th>Loose insert due</th>
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<tr>
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<td>23 Apr, 2020</td>
<td>16 Mar, 2020</td>
<td>18 Mar, 2020</td>
<td>30 Mar, 2020</td>
</tr>
<tr>
<td>Issue</td>
<td>On sale</td>
<td>Focus/ market overview</td>
<td>Special supplement/ insert</td>
<td>Fair</td>
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<tr>
<td>-------</td>
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<td>--------------------------------------------</td>
<td>-----------------------------------------</td>
</tr>
<tr>
<td>02/2020</td>
<td>23 Jan, 2020</td>
<td>Wi-Fi 6: WLAN-APs with IEEE 802.11ax</td>
<td>iX embedded Guide 2020</td>
<td></td>
</tr>
<tr>
<td>03/2020</td>
<td>20 Feb, 2020</td>
<td>Private Clouds (Nextcloud and the competition)</td>
<td>iX extra – IoT</td>
<td>embedded world, Nuremberg</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25 - 27 Feb, 2020</td>
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<td>Breko Glasfasermesse, Wiesbaden</td>
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<td>05 - 06 Mar, 2020</td>
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<td>World Hosting Day, Rust</td>
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<td>14 - 19 Mar, 2020</td>
</tr>
<tr>
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<td></td>
<td>Twenty2X, Hanover 17 - 19 Mar, 2020</td>
</tr>
<tr>
<td>04/2020</td>
<td>19 Mar, 2020</td>
<td>Cyber insurance</td>
<td>iX extra - Hosting</td>
<td>secIT by Heise, Hanover</td>
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<td>25 - 26 Mar, 2020</td>
</tr>
<tr>
<td>05/2020</td>
<td>16 Apr, 2020</td>
<td>Cloud-native data warehouses</td>
<td>iX extra – Security</td>
<td>Hannover Messe, Hanover</td>
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<td>20 - 24 Apr, 2020</td>
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<td>Angacom.de, Cologne</td>
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<td>12 - 14 May, 2020</td>
</tr>
<tr>
<td>06/2020</td>
<td>22 May, 2020</td>
<td>Enterprise Software: Analytics and AI</td>
<td>iX extra - Cloud-computing</td>
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<td></td>
<td>Container</td>
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<td></td>
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<td></td>
<td></td>
<td>iX automatica Guide 2020</td>
</tr>
<tr>
<td>13/2020</td>
<td>08 June, 2020</td>
<td>New programming languages</td>
<td></td>
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<tr>
<td>07/2020</td>
<td>25 June, 2020</td>
<td>Video conference-software</td>
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<td></td>
<td></td>
<td>Security and data protection I</td>
</tr>
<tr>
<td>Issue</td>
<td>On sale</td>
<td>Focus/market overview</td>
<td>Special supplement/insert</td>
<td>Fair</td>
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<tr>
<td>08/2020</td>
<td>23 July, 2020</td>
<td>Backup for hybrid environment</td>
<td></td>
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<tr>
<td>09/2020</td>
<td>27 Aug, 2020</td>
<td>Test automations</td>
<td>iX extra - Security</td>
<td>IFA, Berlin 04 - 09 Sep, 2020</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Products and trends at it-sa</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>iX it-sa Guide 2020</td>
<td></td>
</tr>
<tr>
<td>10/2020</td>
<td>24 Sept, 2020</td>
<td>Edge-/Fog-computing</td>
<td>iX extra – Hosting</td>
<td>it-sa, Nuremberg 06 - 08 Oct, 2020</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Managed Services</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Data centres and infrastructure II</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>iX extra – Hosting</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Managed Services</td>
<td></td>
</tr>
<tr>
<td>01/2021</td>
<td>17 Dec, 2020</td>
<td>AI-Tools as SOC supports</td>
<td></td>
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</tr>
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</table>

<table>
<thead>
<tr>
<th>Special edition</th>
<th>On sale</th>
<th>Topic</th>
<th>Print run</th>
</tr>
</thead>
<tbody>
<tr>
<td>kompakt</td>
<td>23 April, 2020</td>
<td>Container in use</td>
<td>20,000</td>
</tr>
<tr>
<td>Developer</td>
<td>26 Nov, 2020</td>
<td>Machine learning</td>
<td>20,000</td>
</tr>
</tbody>
</table>

(subjects may change due to editorial issues)

Ironischerweise erwähnt der Name erahnen lassen, geht es um Big, Smart und Secure Data. Die Deutsche Telekom AG legt ihren Schwerpunkt auf die Sicherheit des Datenhandels, wobei die Zahlungsmittel auf Basis von Blockchain durch die Hintertür möglich sein. Oder alternative "Währungen" auf Basis von Blockchain "Cryptocoins" auf Grund von Blockchain verfügbar. Deutsche Telekom AG verfolgt seit Jahren die versteckten Kosten der "Währung".
Please note that all job & market advertisements are placed within the type area. All sizes: width × height in millimeter (1 mm = 0.03937 inch). Other formats on request. All rates in Euro.
YOUR BENEFITS: Low basic rates • No extra charge for colours • Target group focused

iX offers you the ideal platform for your advertising and supports you in finding matching personnel – carefully targeted and with minimized waste in coverage. Our readers are highly-qualified senior executives and decision-makers. More than 40% of our iX readers regularly (always/frequently) look into the career and recruitment section.

### iX readers occupy key positions in the IT

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programmer / application developer</td>
<td>41%</td>
</tr>
<tr>
<td>System administrator</td>
<td>35%</td>
</tr>
<tr>
<td>IT consultant</td>
<td>24%</td>
</tr>
<tr>
<td>Project manager</td>
<td>22%</td>
</tr>
<tr>
<td>Network administrator</td>
<td>20%</td>
</tr>
<tr>
<td>Database administrator</td>
<td>15%</td>
</tr>
<tr>
<td>System analyst</td>
<td>12%</td>
</tr>
<tr>
<td>IT security officer</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: iX-readership survey February 2019, n = 1108

And further positions:
Web Developer • User Support, Service Technician • Trainer • Webmaster • Privacy Officer • Data Scientist • Telecommunications Specialist • Web Designer • IT Sales Representative • et al.

For further readership data please check our mediaportal at iX.de/mediakit
AD SPECIALS

Loose inserts

- In the entire circulation, subscribed circulation or individually sold quantity according to postcode areas
- Minimum quantity 10,000 copies
- Maximum size 200 x 280 mm (w×h)
- Minimum size 105 x 148 mm (w×h)

Rate: €170 per 1,000 up to 25 g
other weights on request

Bind-ins

- Printed matter, free samples (CDs or DVDs)
- Delivery: grooved,
  4 mm upper trimming edge
  3 mm trimming edge to gutter and at least
  3 mm outer and lower trimming edge

Rate: 2 pages €120 per 1,000
4 pages €160 per 1,000
other weights on request

Tip-ons

- Postcard, CD etc.
- in conjunction with a 1/1 master advertisement covering the entire circulation

Postcards: €75 per 1,000
CD/DVD: €150 per 1,000
other weights on request

Loose inserts, bound inserts, and tip-ons must be suitable for mechanized processing and be packed in the exactly appropriate way – in handy packs stacked loosely on pallets.

Shipping cartons for all ad specials must be labeled as follows:
For iX issue • Number of inserts in carton • Name of the advertising company

Ship Ad Specials to:
Dierichs Druck + Media
GmbH & Co. KG/Mr. Franz
Frankfurter Str. 168, 34121 Kassel, Germany
Phone: +49 561 60280-153
Fax: +49 561 60280-199
**Masterhead ad**
- Your advertising message on the magazine cover
  - Rate: € 6,000  entire circulation

**Cover flap**
- Flap ad space front 3/4 and back space 1/1
  - Rate: € 9,000  subscribed circulation only

**Belly-band**
- Envelops the magazine and is fixed to the back cover by point gluing
  - Rate: € 20,000  subscribed circulation only

**Oversize insert**
- Loose insert in excess length, as a rule at least 15 mm above the upper binding edge
  - Rate: € 198 per 1,000 up to 25g  entire circulation

**Panorama-ad**
- Possible as a double advertisement only
  - Rate: € 3,500

**Inserts/bind-ins/tip-ons**
Extra charge for partial coverage 10%

Please check with us directly further rates, technical data and current circulation figures for calculating the print run.

Please send us 5 samples before placing the order.
For items with a thickness of more than 2.5 mm, the post office charges additional fees, which are passed on separately.

**Service:**
We will gladly produce supplements, leaflets and stickers for you on request.
The service we offer ranges from layout work to the entire printing process in our own printing shops.

For other interesting special advertising forms please contact your media consultant.
PUBLISHER’S CONDITIONS

Publisher
Christian Heise, Ansgar Heise

Managing Director
Ansgar Heise, Dr. Alfons Schräder

Publishing Manager
Dr. Alfons Schräder

Publishing Company
Heise Medien GmbH & Co. KG
Karl-Wiechert-Allee 10
30625 Hannover, Germany

Editor-in-Chief
Dr. Oliver Diedrich

Year
31th year of publication 2020

Rate Card
effective January 01, 2020

Publication
monthly

Advertising Director
Michael Hanke
Phone: +49 511 5352-167
Fax: +49 511 5352-308
E-mail: michael.hanke@heise.de

Bank Account
BIC SPKH DE 2H
IBAN DE98 2505 0180 0000 0199 68

Terms of Payment
Invoiced amounts are payable either by
direct debit, in advance with 2% discount,
or within 10 days of date of invoice without
any deductions.

Printing Process
Insides: rotary offset, cover: sheet-fed
offset, print process according to euro scale
binding: perfect

Print Documents
Please send us your PDF files. For more
information see section »Print documents«
or visit www.ddm.de in the Internet.

Printing Company
Dierichs Druck + Media GmbH & Co. KG
ix Magazin für professionelle Informationstechnik
Ms. Schuessler/ Mr. Schlewitz
Frankfurter Str. 168
34121 Kassel, Germany

Discounts
If ads are to be published within 12 months:

<table>
<thead>
<tr>
<th>discount by frequency</th>
<th>discount by pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 and more ads: 3%</td>
<td>3 and more pages: 5%</td>
</tr>
<tr>
<td>6 and more ads: 5%</td>
<td>6 and more pages: 10%</td>
</tr>
<tr>
<td>9 and more ads: 10%</td>
<td>9 and more pages: 15%</td>
</tr>
<tr>
<td>12 and more ads: 15%</td>
<td>12 and more pages: 20%</td>
</tr>
<tr>
<td>18 and more ads: 18%</td>
<td>18 and more pages: 23%</td>
</tr>
<tr>
<td>24 and more ads: 20%</td>
<td>24 and more pages: 25%</td>
</tr>
</tbody>
</table>

Product advertisements and job
advertisements are discounted separately.

Agency
Agency commission 15%

Extra charge for cover page
25% of the b/w basic rate

Extra charge for bleeds
10% of the b/w basic rate

Standard terms for advertisements
Our general business terms and
conditions see:
http://www.heise.de/mediadaten/ix/
mediadaten_seite_ix_en_2553408.html
TECHNICAL DETAILS

Please provide the data always as PDF files, version 1.4, in CMYK mode, non-separated, no colour profiles, plus 3 mm bleed in case of bleed formats. Due to the glued binding, 5mm of the motif will not be visible on inside front cover page (C2), the first and last content pages and on inside back cover page (C3). On all other pages its 3 mm.

1. When you intend to transfer data, please give advance notice to Ms. Schuessler or Mr. Schlewitz:
   Phone: +49 561 60280-255 or -256

2. Please, name the files according to this pattern: iX_issue_motif_customer.

3. Please, submit your print documents together with a contract proof (cover ISO coated V2 39L /contents LWC improved 45 L) to:
   Dierichs Druck + Media GmbH & Co. KG
   Abteilung Druckvorstufe – Ms. Schuessler/Mr. Schlewitz
   Frankfurter Str. 168, 34121 Kassel, Germany

DATA DISPATCH VIA INTERNET (E-MAIL OR FTP*)

Our PDF-settings are available via Internet: www.ddm.de or on request via E-mail or CD-ROM.
E-mail address: prepress@ddm.de

Log into our ftp server with:
Host name: ftp.ddm.de
User-ID: heise
Password: anz05xz

* Please send a maximum of 20 MB via Internet or E-mail. Larger files should be supplied by data carrier or ISDN/FTP.

SPECIAL COLOURS

Please note that offshades are possible, if a conversion from Pantone or HKS colours is required. Special colours must not include transparencies.

SERVICE

In case of other file formats or problems concerning the PDF production, do not hesitate to call our service number: +49 561 60280-255 (or -256).
For further information visit us on the Internet: www.ddm.de
The IVW audit has testified! iX remains one of the most important information sources for IT professionals. With an average paid circulation of 32,183 copies per month (app sales not included) and a subscription rate of 88%, we offer advertisers a large and qualified readership!

The distribution analysis shows that iX is appreciated as a specialist magazine in all federal states of Germany and that it is well-known beyond the national borders. Around 5,000 subscribers are from countries abroad, mainly from Austria and Switzerland.

### Audited Circulation Figures

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed Circulation</td>
<td>38,867</td>
</tr>
<tr>
<td>Paid Subscription</td>
<td>28,300</td>
</tr>
<tr>
<td>For Sale</td>
<td>11,124</td>
</tr>
<tr>
<td>Reader’s Circle / Inflight Copies</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>38,549</td>
</tr>
<tr>
<td>Returns and Unsold Copies</td>
<td>6,366</td>
</tr>
<tr>
<td><strong>Total Paid Circulation</strong></td>
<td><strong>32,183</strong></td>
</tr>
<tr>
<td>Free Copies</td>
<td>701</td>
</tr>
<tr>
<td><strong>Total Circulation</strong></td>
<td><strong>32,884</strong></td>
</tr>
</tbody>
</table>

Source: IVW II/2019
KEY TARGET GROUPS

iX addresses the central heads in the ICT. For more than 30 years, the Special Interest Magazine iX reaches readers at all levels of IT – across all industries:

- 76% read iX for professional reasons.
- They are CIOs or belong to the managing board.
- They have an executive function and position in the IT – in the area of data center, organization, data processing and telecommunications.
- For 85% of the readers, iX contains job-relevant information.

Source: iX readership survey February 2019, n=1,018
64% of iX readers are involved in investment decisions within the company.

The majority of iX readers is male.

n=956

n=1.018
**COMPANY SIZE**

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprises 5,000+</td>
<td>21%</td>
</tr>
<tr>
<td>Larger-scale enterprise 500-4,999</td>
<td>25%</td>
</tr>
<tr>
<td>Small and medium-sized companies 20-499</td>
<td>37%</td>
</tr>
<tr>
<td>Micro enterprise 1-19</td>
<td>17%</td>
</tr>
</tbody>
</table>

n=978, "What is the workforce size of your company?"

**LINES OF BUSINESS IN FOCUS – Variety makes the difference**

<table>
<thead>
<tr>
<th>Business Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT and telecommunications</td>
<td>40%</td>
</tr>
<tr>
<td>Industry / mechanical engineering</td>
<td>14%</td>
</tr>
<tr>
<td>Public service / associations</td>
<td>8%</td>
</tr>
<tr>
<td>Banks and insurance industry</td>
<td>7%</td>
</tr>
<tr>
<td>Service enterprises and liberal professions</td>
<td>6%</td>
</tr>
<tr>
<td>Education</td>
<td>6%</td>
</tr>
<tr>
<td>Public health care</td>
<td>5%</td>
</tr>
<tr>
<td>Transportation, aviation technology, transport</td>
<td>5%</td>
</tr>
<tr>
<td>Power industry</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>

n=976, "What business are you in?"

**SOURCES / STORE – Manufacturer or trade?**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer/ direct sales</td>
<td>63%</td>
</tr>
<tr>
<td>IT Wholesale/distributor</td>
<td>53%</td>
</tr>
<tr>
<td>System vendor/ Software vendor</td>
<td>49%</td>
</tr>
<tr>
<td>IT mail order/ other mail order business</td>
<td>28%</td>
</tr>
<tr>
<td>Leasing provider</td>
<td>23%</td>
</tr>
<tr>
<td>I do not know/ not fixed yet</td>
<td>7%</td>
</tr>
</tbody>
</table>

63% of the iX-readers buy directly from the manufacturer

n=475, "And where will these computer and telecommunications products are presumably be purchased?"

Follow up further data in our mediaportal under [ix.de/mediakit](http://ix.de/mediakit)

Source: iX readership analysis February 2019

**BUDGETS – Planned investment sizes**

Nearly every 4th iX reader decides on a very high budget of at least €100,000.
Almost every 10th reader plans to invest at least half a million Euro.

n=627, "What is the workforce size of your company?"
SUPPLEMENTS

DATA CENTRES AND INFRASTRUCTURE

Components, Cables, Cloud Computing
The special supplement "Data centres and Infrastructure" reports twice a year on all topics concerning computing centres and the corresponding infrastructure. We write for both technical and business decision-makers. In addition to in-depth background articles, we always provide user reports, up-to-date news messages, and a visionary glance into the future.

A selection of topics:
Energy efficiency • Cooling in data centre • Network management • Data centre cabling • Network analysis • Security in the data centre • Storage • Cloud Computing • Power Management • Data centre configuration • Legal aspects of data centre operations • Reliability
All issues as pdf: www.heise.de/ix/rzinfra/

SECURITY & DATA PROTECTION

2 issues in 2020
The special supplement "Security & Data Protection" is published twice a year in cooperation with the "TeleTrusT - German Association of IT Security" and deals with current trends and developments in IT security for enterprises, public institutions and organizations.

Sample topics:
Cybercrime and industrial espionage • Security strategies and management • Encryption • Authentication • Industry 4.0 security • Innovations • Mobile security • Biometrics • Legal framework • Cloud Security • AI Solutions • Hacking & many more
YOUR BENEFIT
Reach IT decision-makers, IT professionals and project manager in the area of digital communication and networking, security and data protection and data centres precisely and with minimized loss in coverage.
Published with the subscribed circulation (around 29,000 copies)

Examples for full color ads (others on request)

<table>
<thead>
<tr>
<th>1/1 page</th>
<th>Juniorpage</th>
<th>1/2 page</th>
<th>1/3 page</th>
<th>1/4 page</th>
<th>1/6 page</th>
</tr>
</thead>
<tbody>
<tr>
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<td><img src="image2.png" alt="Juniorpage" /></td>
<td><img src="image3.png" alt="1/2 page" /></td>
<td><img src="image4.png" alt="1/3 page" /></td>
<td><img src="image5.png" alt="1/4 page" /></td>
<td><img src="image6.png" alt="1/6 page" /></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>1/1 page</th>
<th>Juniorpage</th>
<th>1/2 page</th>
<th>1/3 page</th>
<th>1/4 page</th>
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</tr>
</thead>
<tbody>
<tr>
<td><em>a) Type Area: 185 × 260 200 × 280</em></td>
<td>137 × 196</td>
<td><em>b) Bleed: 185 × 128 200 × 140</em></td>
<td><em>90 × 260 94 × 280</em></td>
<td><em>185 × 84 200 × 104</em></td>
<td><em>58 × 260 70 × 280</em></td>
</tr>
<tr>
<td>€ 3,900</td>
<td>€ 2,400</td>
<td>€ 2,200</td>
<td>€ 1,700</td>
<td>€ 1,350</td>
<td>€ 880</td>
</tr>
</tbody>
</table>

Magazine format: 200 mm × 280 mm *) Trim allowance for bleed: 3 mm oversize per bleed edge.
Digitization, Industry 4.0, Internet of Things - today’s HANNOVER MESSE is also characterized by information technology. That’s why c’t and iX are bringing a joint IT special to HANNOVER MESSE that takes visitors through the highlights of computer technology at the world’s leading trade fair for the industry.

The HMI-Guide by c’t and iX presents the most exciting expectations in advance and shows current information about the fair on site. The Guide will be sent to around 80,000 c’t and iX subscribers while around 20,000 copies will be distributed directly at the exhibition grounds.

Industry 4.0 • Logistics 4.0 • Predictive Maintenance • Human Resources • Augmented Reality • Secure Digital Twins

### Deadlines

**On sale:**
- iX-Magazin 05/2020
  - 16 April, 2020
- c’t-Magazin 09/2020
  - 11 April, 2020

**Space close:** 13 March, 2020

**Materials:** 16 March, 2020

**Print run:** 80,000 copies

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**2/1 page**
- Type Area: 390 × 260
- Bleed: 400 × 280*

**1/1 page**
- 185 × 260
- 200 × 280*

**1/2 page**
- 185 × 128
- 200 × 140*
- 90 × 260
- 94 × 280*

**1/3 page**
- 185 × 84
- 200 × 104*
- 58 × 260
- 70 × 280*

**1/4 page**
- 185 × 62
- 200 × 74*
- 90 × 128
- 43 × 260
- 54 × 280*

### In combination with an ad in iX 04/2020, we grant 30% discount on the above ad rates in the HMI-Guide!

**Format:** 200 mm × 280 mm  
**Type area:** 185 mm × 260 mm  
**All sizes:** width x height in millimeter  
Extra charge for cover pages: 25%; all rates are valid for colour ads as well (no extra charges); other sizes and special colors on request
Current and future topics regarding the IT and MINT (STEM) job market will be published in about 250,000 subscription copies of the three Heise magazines c’t, iX and Technology Review.

Our special IT & Careers has established itself as a platform for personal image advertisements and traditional job advertisements. Twice per year, companies present themselves in IT & Careers as attractive employers and thus reach highly qualified experts from all relevant areas of IT and MINT (STEM).

An excitingly designed company profile motivates exactly these people to take the next step and take on a new challenge. (Technical) colleges also have the opportunity of inspiring our readers to attend IT courses and take advantage of training opportunities.
The magazine for current developments in IT and technology developments and trends first appeared in 2016 and reaches readers of iX and c’t every six months.

In addition to the main topics specified by the editorial staff, you have the opportunity to present your products and services in an advertorial and to position your company, your USP. Increase your awareness, your sales or draw attention to yourself as an employer. With one issue you reach around 230,000 subscribers with a high affinity for IT and technology and thus also important multipliers in this environment.

Address this target group with your words in the form of an advertorial, designed by us and placed in an affine editorial environment. Our readers buy print media as their preferred source of information and this is where you have the opportunity to anchor your message.

**Advertorial-rates**

<table>
<thead>
<tr>
<th>4/1 page</th>
<th>2/1 page</th>
<th>1/1 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,000 characters (incl. spaces)</td>
<td>3,800 characters (incl. spaces)</td>
<td>2,200 characters (incl. spaces)</td>
</tr>
<tr>
<td>€ 13,500</td>
<td>€ 7,100</td>
<td>€ 3,900</td>
</tr>
</tbody>
</table>

• 2–4 pictures
• logo and address

• 1–3 pictures
• logo and address

• 1 picture
• logo and address

Format DIN A5; extra charge for cover page: 25%; no colour surcharge
The iX extra special is published 5 times a year as a bind insert with special topics from the fields of IoT, cloud computing, and security.

The respective issues - supervised by specialised technical journalists and our editorial team - provide current information on the latest state of the art in information technology and present readers an overview of providers, products and services on the market. As an advertiser you have the opportunity to place your ad directly in the topic-related content. Furthermore, we offer you an additional and free-of-charge title logo sponsoring when booking the minimum layout of an 1/1-page ad. It is a good idea to make your reservation or booking with your contact person in time, since just a maximum of four logos can be placed on each iX-extra title.

NO EXTRA COSTS – YOUR EXTRA BENEFIT!
In addition to print, each issue of “iX extra” will be published as PDF file downloadable for free on www.ix.de (follow tab “Artikel/iX extra”). Thus it provides you with additional contacts among iX users – without any extra costs!

EMBEDDED COMPUTING
03/2020 Innovations at embedded world
Technical journalist: Barbara Lange
Phone: +49 5344 959994 • E-mail: blkst@gmx.de

HOSTING
04/2020 Hosting for developers
11/2020 Managed Services
Technical journalist: Uwe Schulze
Phone: +49 30 36757722 • E-mail: uschulze@web.de

CLOUD COMPUTING
06/2020 Container
Technical journalist: Barbara Lange
Phone: +49 5344 959994 • E-mail: blkst@gmx.de

SECURITY
05/2020 Safe Cloud
10/2020 Trends and products at it-sa
Technical journalist: Susanne Franke
Phone: +49 89 28807480 • E-mail: pr-franke@web.de
SPECIAL EDITION

**ix kompakt 'Container in use'**

Delivering applications to users presents many challenges in cloud-based IT environments. In practice, containers have become widely accepted for this purpose. The special issue describes the underlying techniques, the management tools such as Kubernetes and the special features for developers (microservices and cloud-native programming).

Target group: Administrators, Software architects and developers, IT manager, CIO ...

On sale 23 Apr, 2020

**ix DEVELOPER ‘Intelligent data processing from data science to machine learning’**

The editorial staff of heise Developer gets to the bottom of the most important trends in data science and machine learning. The topics range from data architectures, event processing, programming languages (Python, C++, R etc.), ML frameworks and tools for data analysis to visualization. The traceability of AI algorithms as well as data protection and ethical questions regarding their use also come into focus.

Target group: Software architects and developers, data scientists, data analysts, data engineers, AI experts ...

On sale 26 Nov, 2020

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<table>
<thead>
<tr>
<th>2/1 page</th>
<th>1/1 page</th>
<th>1/2 page</th>
<th>1/3 page</th>
<th>1/4 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Image]</td>
<td>[Image]</td>
<td>[Image]</td>
<td>[Image]</td>
<td>[Image]</td>
</tr>
</tbody>
</table>

- Type area:
  - 390 × 260
  - 420 × 297*
- 185 × 260
- 185 × 128
- 90 × 260
- 185 × 84
- 185 × 62

- Bleed:
  - 420 × 297*
  - 210 × 297*
  - 149*
  - 210 × 107*
  - 210 × 80*
  - 90 × 128

€ 6,540 | € 3,475 | € 2,050 | € 1,540 | € 1,180

On request: your software – hosted parallel on iX.de
iX ON THE TABLET (HTML5-App for iOS and Android)

Format – Placement – Rate

Opening Page
First placement directly following the cover page

Basic rate: €1,500
Combined rate: €750

Fullscreen
Embedded in the editorial content
Scroll-down feature for additional content

Basic rate: €1,000
Combined rate: €500

All rates are eligible for discount and the agency commission. Interactive elements and multimedia elements can be included at no extra charge according to the technical specifications.

More than 16,500 subscribers have access to the iX App.

TEMPLATE-SERVICE
If you do not have the means to create advertising material optimised for tablets yourself, we would be pleased to help: Using our template service we will produce your digital ad according to your wishes – at attractive terms and optimally adapted to the end device.

Example template:
Animated successive presentation of compact information; linking included

Please note our current general terms of business and ask about the technical specifications.
**ix online** writes for a wide audience - from IT managers to consultants, software developers, system and network administrators and distributors and scientists in industry and at universities. Like the print edition, iX online is a must-read for this target group. The carefully selected mix of manufacturer-independent tests, basic articles and background reports, as well as current product presentations convey the necessary information for a successful company-wide computer use.

The **heise Developer-Channel** is aimed at the developer scene and bundles all important topics concerning software and web development. heise Developer takes into account both new trends and developments as well as standards of familiar programming languages and IT project management. Important developer tools and the work with them are presented. Other topics cover software architecture and methods related to software development such as agile development processes.

**FACTS**

**User traffic – July 2019**
774,933 Page Impressions (Source: IVW)

**Coverage**
AGOF digital facts 2019-09 (if)
92,000 Unique User

**Target group**
- ICT Professionals
- IT and system engineers
- IT security officers
- Network managers
- ... and more

**FACTS**

**User traffic – July 2019**
2,042,610 Page Impressions (Source: IVW)

**Coverage**
AGOF digital facts 2019-09 (if)
131,000 Unique User

**Target group**
- Software developers and architects, engineers
- Project and IT managers
- Software and IT consultants

**CPM**

<table>
<thead>
<tr>
<th>Leaderboard (728 × 90)</th>
<th>Skyscraper (max. 160 × 600)</th>
<th>Medium Rectangle (300 × 250)</th>
<th>Wallpaper (728 × 90 + 160 × 600)</th>
<th>Half Page Ad (300 × 600)</th>
<th>Billboard (max. 970 × 250)</th>
<th>Sitebar (dynamic)</th>
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</thead>
<tbody>
<tr>
<td>€ 59</td>
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<td>€ 79</td>
<td>€ 99</td>
<td>€ 93</td>
<td>€ 93</td>
<td>€ 99</td>
</tr>
</tbody>
</table>
65,000 Ad Impressions with Ad bundle of Leaderboard (728×90) and MPU (300×250) + mobile Rectangle (300×250) + Interscroller in rotation

Rate: € 3,370
+ 65,000 Ad Impressions on top
Run time is one week (Monday - Sunday) according to availability

* rates less 15% agency discount, plus VAT when booked via Germany
Since 2012, heise Developer, iX and dpunkt.verlag, together with strong partners, have been organizing developer conferences on topics that move software developers, architects, project managers and technology decision makers.

Our developer conferences have become a central source of further education for the employees of many companies, impressively demonstrated by the constant number of participants with over 5,000 participants in 2019. The conferences are usually two days long with a get-together on the evening of the first conference day. The exhibitor forum is the focal point during all breaks and at the evening event the participants exchange ideas with finger food, cold drinks and music in an informal and cosy atmosphere.

<table>
<thead>
<tr>
<th>Conference</th>
<th>Date</th>
<th>Location</th>
<th>Topic</th>
</tr>
</thead>
</table>
| ![Machine learning essentials](ML.png) | 17 - 19 Feb, 2020 | Print Media Academy Heidelberg | **Machine learning essentials:**
Deep-Dive-Trainings for machine learning and AI
www.ml-essentials.de |
| ![building IoT](building.png)       | 03 - 04 Mar, 2020 | Haus der Technik Essen | **building IoT:**
The developer conference on IoT and Industry 4.0
www.buildingiot.de |
| ![JavaLand](JavaLand.png)          | 17 - 18 Mar, 2020 | Phantasialand Bruehl | **JavaLand:**
The Java-conference for the Community by the Community
www.javaland.eu |
| ![Minds Mastering Machines](Minds.png) | 27 - 28 May, 2020 | Congress Center Rosengarten Mannheim | **Minds Mastering Machines:**
Conference for Machine Learning and AI
www.m3-konferenz.de |
| ![WeAreDevelopers](WeAreDevelopers.png) | 28 - 29 May, 2020 | CityCube Berlin | **WeAreDevelopers**:  
The World’s Flagship Event for Developers
www.wearedevelopers.com |

*Partner conferences in which heise Developer is involved*
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial IoT</td>
<td>16 June, 2020</td>
<td>Messe Munich, automatica</td>
<td>The developer conference at the automatica&lt;br&gt;www.iiot-conference.de</td>
</tr>
<tr>
<td>enterJS</td>
<td>24 - 25 June, 2020</td>
<td>Darmstadtium, Darmstadt</td>
<td>The conference for Enterprise JavaScript&lt;br&gt;www.heise-devsec.de</td>
</tr>
<tr>
<td>Herbstcampus</td>
<td>02 - 03 Sep, 2020</td>
<td>TH Georg Simon Ohm, Nuremberg</td>
<td>Knowledge transfer par excellence – Java, .NET &amp; Java Script&lt;br&gt;www.herbstcampus.de</td>
</tr>
<tr>
<td>bettercode</td>
<td>29 Sep - 01 Oct, 2020</td>
<td>Darmstadtium, Darmstadt</td>
<td>bettercode: We make developers better!&lt;br&gt;www.betterco.de</td>
</tr>
<tr>
<td>data2day</td>
<td>20 - 21 Oct, 2020</td>
<td>Print Media Academy, Heidelberg</td>
<td>Conference for Big data, data science and machine learning&lt;br&gt;www.data2day.de</td>
</tr>
<tr>
<td>heise devSec</td>
<td>22 - 23 Oct, 2020</td>
<td>Pfalzbau, Ludwigshafen</td>
<td>The conference for secure software- and web development&lt;br&gt;www.heise-devsec.de</td>
</tr>
<tr>
<td>Continuous Lifecycle</td>
<td>18 - 19 Nov, 2020</td>
<td>Rosengarten, Mannheim</td>
<td>DevOps &amp; continuous delivery&lt;br&gt;www.continuoulsliifecycle.de</td>
</tr>
<tr>
<td>Container Conf</td>
<td>December 2020</td>
<td>IHK Karlsruhe</td>
<td>Containerization, Docker, Kubernetes &amp; Co.&lt;br&gt;www.containeerconf.de</td>
</tr>
<tr>
<td>heise MacDev</td>
<td>December 2020</td>
<td>IHK Karlsruhe</td>
<td>The developer conference of Mac &amp; i&lt;br&gt;www.heise-macdev.de</td>
</tr>
</tbody>
</table>

A current overview and a list of participants are available at: [http://www.heise.de/developer/](http://www.heise.de/developer/)
**HEISE DEVELOPER CONFERENCES**

Profit as a sponsor from a challenging program and become part of the established heise developer conferences! You will reach a clearly defined target group, have the opportunity to present your products and services live in the exhibition, position yourself with a lecture and use the evening get-together for exchange and networking with the participants. We integrate you into the advertising campaign, carry out lead-gen campaigns and much more.

In addition to the exhibition space, we offer you extensive sponsoring services depending on the scope of the package, such as lecture slots, lead generation, branding, lanyard sponsoring, pocket inserts, etc. The table gives you a small overview. Please feel free to request the sponsoring kit with detailed information from us.

<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
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<tr>
<td><strong>Exhibition area</strong></td>
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<td>4-6 m²*</td>
<td>6-8 m²*</td>
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<tr>
<td><strong>Your company logo in the Heise advertising campaign</strong></td>
<td>✓</td>
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</tr>
<tr>
<td><strong>Your company logo on the conference website</strong></td>
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<td>✓</td>
</tr>
<tr>
<td><strong>Leads from the Heise campaign on site</strong></td>
<td>-</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Pocket supplement</strong></td>
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<td>addable</td>
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<tr>
<td><strong>Social media reference</strong></td>
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<td>✓</td>
</tr>
<tr>
<td><strong>Your advertisement in the conference brochure</strong></td>
<td>-</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Your ads in the iX magazine</strong></td>
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<td>-</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Your lecture in the program</strong></td>
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<td>addable</td>
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</tr>
<tr>
<td><strong>Your company workshop</strong></td>
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<td>addable</td>
</tr>
<tr>
<td><strong>Lanyard-Sponsoring</strong></td>
<td>on request</td>
<td>on request</td>
<td>on request</td>
</tr>
</tbody>
</table>

*depending on conference / location*
CONTACT

Michael Hanke
Group Sales Director
Phone: +49 [0] 511 5352-167
E-mail: michael.hanke@heise.de

Tarik El-Badaoui
Sales Director
Phone: +49 [0] 511 53 52-395
E-mail: tarik.el-badaoui@heise.de

Isabelle Mros
Project Manager Sales
Phone: +49 [0] 511 5352-205
E-mail: isabelle.mros@heise.de

Bastian Laudien
Deputy Sales Director Digital
Phone: +49 (0) 511 53 52 743
E-mail: bastian.laudien@heise.de

Ellrik Freienberg
Account Manager
Phone: +49 [0] 511 53 52-891
E-mail: ellrik.freienberg@heise.de

Roberto Giordano
Account Manager
Phone: +49 [0] 511 53 52-817
E-mail: roberto.giordano@heise.de

UK, USA

UK and IRELAND
Mercurcy Publicity
99 Gray’s Inn Road
London WC1X 8TY
UK

Emmanuel Bloh
E-Mail: emmanuel@mercury-publicity.com
Phone: +44-20-7611-1900
www.mercury-publicity.com

USA
Avani Media, LCC
315 Montgomery Street, Suite 900
San Francisco, LA 94104
USA

Mekenna Gutierrez
E-Mail: mekenna@avanimedia.com
Phone: +1-415-331-2150
Fax: +1-415-331-2151
www.avanimedia.com

Asia
Media Gate Group Co., Ltd.
7F., No. 182, Section 4
Chengde Road
Shilin District
11167 Taipei City, Taiwan

Mei Chang
E-Mail: mei@mediagate.com.tw
Phone: +886-2-2882-5577
Fax: +886-2-2882-6000
www.mediagate.com.tw

INTERNATIONAL REPRESENTATIVES