

SECURITY- CONTENT-SPECIAL

The special on **secIT** by Heise



„The Security Special“ is published as topic special in c't and iX and as online advertorial on heise online

ct

+

iX

+

 heise online

SECURITY SPECIAL

Remote is the new normal - just like secIT 2021. Mass home offices, mobile employees and distributed teams require regulated online access to corporate resources and online events. That's not easy, but it can be done.

The Security Special highlights current topics around security automation, unified backups, IoT botnets and more.

Use the secIT-amplifying effect: With an advertorial or the classic ad, you can present yourself to our readership as a security-oriented company parallel to the digital secIT 2021.

Planned topics in the special:



SECURITY AUTOMATION

Who does incident response in times of crisis.

Less manual work, faster response and more focus on the essentials are the arguments for concepts like SOAR. And, of course, the costs. However, automated security routines carry their own risks.



UNIFIED BACKUPS

When distributed cloud recovery works.

Business continuity is currently the mantra of management. In the face of outages due to overload, new sources of errors and ransomware without end, cross-cloud counter-securitys are inevitable. No easy task!



IoT BOTNETS

What actuators, sensors and apps can do.

Since smart things have become IP-responsive, gigantic zombie armies are growing up - but with very different foot soldiers. Some are enormously creepy, others are good for nothing.

Do you have new products to present or exciting challenges to report on?
Then share it with our readers.

Your brand message positioned in an eye-catching way

Score points with your own content in the environment of our core brands c't, iX and heise online! With guaranteed visibility, we ensure that readers become aware of your company, products and solutions.

Your options at a glance:

Print Advertorial	+	Online Advertorial
Topic section in c't 05/21 and iX 03/21		Online presence for two months
Planned length: approx. 16 pages		Duration: February and March
Sold circulation: approx. 230,000 copies		Guaranteed 1,000 views in 8 weeks
Publication in February; in the run-up to secIT		

This is what we need from you:

- Advertorial text
- Title decorative image (format TIF or jpg)
- Graphics, additional decorative image or video for integration in the text.
- Your company logo in high resolution as EPS
- Linking to external pages (gladly with tracking links)
- A lead time of 10 working days

This is what we do for you:

- ✓ Creation of the advertorial in the layout of heise.de and the topic special
- ✓ Promotion of your online advertorial
- ✓ If required: write advertorial text
- ✓ Final performance report

Formats, rates, dates

1/1 page print combo incl. online advertorial



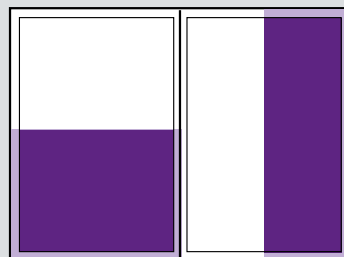
- 1) Type area 185 x 256
- 2) Bleed* 210 x 297*

12,000 Euro

1/1 page

approx. 5,000 characters incl. spaces and 1 - 2 illustrations

1/2 page print combo incl. online advertorial



- 185 x 126 88 x 256
- 210 x 152 103 x 297*

10,000 Euro

1/2 page

approx. 2,000 characters incl. spaces and 1 illustration

Dates

Space close: **22 Jan, 2021**

Materials: **25 Jan, 2021**

On sale:
c't magazine 05/2021 **13 Feb, 2021**

iX Magazine 03/2021 **18 Feb, 2021**

PRINT EDITION:
around **230,000** copies
+
ONLINE
(1,000 Views)

* Trim allowance starting from the trim/bleed size: mm head, 4 mm milling margin gutter, 3 mm face and 3 mm foot trim

Our readers - your target group

c't REACHES 853,000 READERS*

They are opinion leaders in the field of IT:

67% c't readers **66% iX readers** **70% of heise online users** can be described as opinion leaders.*

90% of c't readers read almost all issues

85% want to acquire practical knowledge

85% of iX readers find career-relevant information in iX

heise online is the daily contact point for IT specialists and decision makers:

91% say „heise online is the leading website for IT and technology topics for me“.

They are the decision makers for volume buying in the company:

54% of c't readers **64% of iX readers** **59% of heise online users.**

42% of c't readers decide alone or in a team on 37% of purchases for data protection solutions!

59% of iX readers decide alone or in a team on 60% of server/data center purchases

32% of heise online users decide on high budgets - starting at 100,000 euros

Affiliated with the topic

For iX readers, the focus is clearly on IT security (**89%**), data protection (**74%**) and IT law (**60%**).

Heise online users are very interested in security topics, for **45%** information on the topic is indispensable, **53%** want to read more on this topic.

The most important topic areas for c't readers are IT security (**51%**), data protection (**38%**) and consumer protection (**53%**). All three topics are among the top 5 most-read areas.

Sources: *AWA 2020, rest: c't subscriber survey 2019 (n=1,740), iX reader survey 2019 (n= 1,018), heise online user survey (n=1,168).
Opinion leadership =Top2 Agreement with at least 4 out of 5 statements

Contact

Your contact person will be happy to make you an appropriate offer.