


IT & Career I/2021

CREATIVE MINDS WANTED?



PRESENT YOUR COMPANY
ESPECIALLY NOW AS A MODERN
EMPLOYER AND PLACE YOUR
LATEST JOB OFFERS

„IT & Career“ special topic supplement in the subscribed circulation of

ct magazin für
computer
technik

+

IX
MAGAZIN FÜR PROFESSIONELLE
INFORMATIONSTECHNIK

IT & CAREER I/2021

The special highlights current topics around the IT and MINT job market. This editorial environment and the circulation of around 230,000 copies offer ideal conditions for finding the proverbial needle in the haystack and filling the vacant positions in your company.

With a personal image advertisement or a classic job offer you present yourself to our readership as an attractive and future-proof employer.

OUR TOPICS:

When the Customer Success Specialist steps in:

Customer/User Experience has become paramount in the retreat to online - time for a new job description.

What attracts Unity developers to the industry:

For VR/AR, the game engine Unity is now like Excel for the office - thorough knowledge is a prerequisite.

How IT professionals make themselves indispensable:

The crisis unexpectedly breaks rungs from the career ladder. Patience is good, but there is no need for a crash.

What the IT job market has to offer in 2021:

The balance has shifted. IT specialists are still needed, but often for completely new tasks.

When freelancers seek employment again: In the pandemic, the return to permanent employment is often curious - from home straight to the home office.

Those who commit to military service on the PC:

The German armed forces are looking for IT specialists, as are ZITis and the police - for normal and for very special tasks.

Whoever is the caretaker for e-commerce:

To ensure that services remain scalable and highly available, the job title Site Reliability Engineer has recently been introduced.

Whoever masters the art of log file analysis:

„What was going on there?“ is a question that is increasingly being asked of the company network. Then a forensic analyst is needed.

Whoever is starting out as a new computer science teacher:

Out of the hamster wheel and into the civil service? It's not that simple - and it's different everywhere.

Welcome on board. We look forward to hearing from you!

Tarik El-Badaoui

T. El-Badaoui

Sales Director iX

Simon Tiebel

Simon Tiebel

Sales Director c't

OUR READERS - YOUR TARGET GROUP



c't reaches **239,000** readers in the TOP 20 working group!



85% of iX readers find job-related information in iX.



76% of c't readers are interested in professional growth.



401,000 c't readers are fully engaged in their profession and working hard for it.



Highly educated and with a university degree

60% iX readers
37% c't readers



539,000 c't readers consider professional success important and desirable.

Do you offer exciting challenges and a modern working environment? Then tell our readers about it.

Your options:

- advertorial + job offer
- recruiting–image–ad
- classical job offer
- Further education options and study courses

Combine: **One page company profile + one page recruiting!**

FORMATS, RATES, DATES

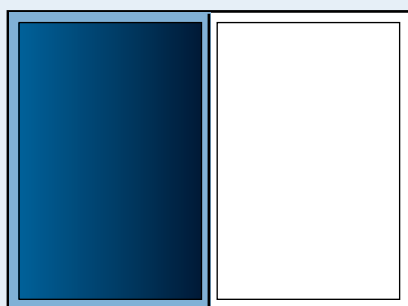
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7,900 Euro

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2) Bleed* 400 x 280*

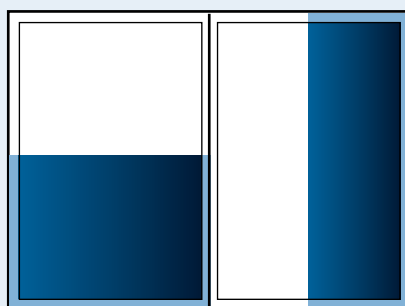
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4,300 Euro

- 185 x 232
200 x 280*

1/2 page



2,700 Euro

- 185 x 116 90 x 232
200 x 139* 98 x 280*

Trim size: 200 mm wide x 280 mm high
Type area: 185 mm wide x 232 mm high
All sizes in: width x height in millimeter

*Trim allowance:
4 mm head, 4 mm gutter,
3 mm face- and 3 mm foot

NOTE:
IT & Career II
appears in
October

IT & Career I/2021

On sale:

c't magazin 09/2021 **10 Apr 2021**
iX Magazin 05/2021 **22 Apr 2021**

Space close: **11 Mar 2021**

Materials **15 Mar 2021**

IT & Career II/2021

On sale:

c't magazin 22/2021 **09 Oct 2021**
iX Magazin 11/2021 **21 Oct 2021**

Space close: **10 Sept 2021**

Materials **13 Sept 2021**

CONTACT

Ask our media teams for an attractive offer!