

ITK distribution in Germany

issue 1/2021

A supplement special from Heise Medien and channelobserver.de

Top topic

Home office: The new world of work

As a supplement in **c't 12/2021**

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Materials **27 April, 2021**

Distribution:

Goes with the c't company subscriptions and to selected recipients in the ICT trade

ADVANTAGES as an advertiser:

- Strong, guaranteed circulation
- Ardent and professional IT target group
- Current topics on at least 20 pages

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Edition „**Home office: The new world of work**“

Topics of the issue:

Printers, notebooks, monitors, tablets, video conferencing solutions, accessories:

Here's how retailers can capitalize on demand

These offers are available from manufacturers and distributors

Market outlook & forecasts: Will the boom continue?

Interviews & comments: What the experts say

Print run:

25.000 copies

Basic rate 1/1 page 4c:

3,500 euros

Basic rate 1/2 page 4c:

1,900 euros

Cover page or 1/2 page cover flap:

5,500 euros

Supplement format:

20 x 28 cm (W x H)

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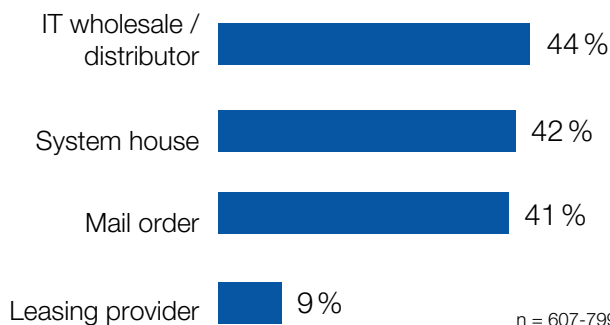
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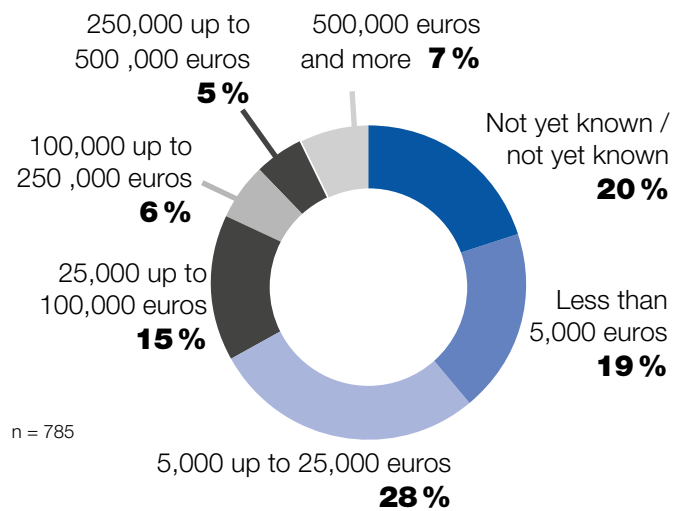
The target group

46% of the c't subscribers surveyed are involved in corporate IT purchases.

Sources of supply for corporate IT hardware and software



The amount of operational IT investments



Which products are being purchased?

- | | |
|---------------------------------------|---|
| 65 % Notebooks | 63 % PC / workstations |
| 62 % Network hardware | 54 % Servers |
| 51 % Storage | 37 % Virtualization software |
| 37 % Data protection solutions | 26 % Infrastructure / network software |
| 36 % Corporate solutions | |

Extract - further details on [request](#)

Reading example: c't readers (subscribers) decide on 65% of notebook purchases

n = 262 - 535
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