Ausbildung, Tätigkeit, Verdienst
Beruf: Admin

Flexible Terraform-Alternative
Pulumi automatisiert die Cloud
Benchmarks für virtuelle Umgebungen
Oracle-Performance messen
GitOps mit ArgoCD und Tekton
Anwendungen in Kubernetes deployen
Fallstudie: Router mit Format-String-Schwachstelle
IoT-Geräte kapern
Hilfsmittel und Strategien
Migration auf Vue.js 3
Eine Codebasis für iOS, macOS, tvOS, watchOS
GUIs mit SwiftUI entwickeln
Rechtssichere Verträge entwerfen
Agile Entwicklung ohne Streit
Komplexe Architekturen steuern, überwachen, debuggen
Microservices im Einsatz

Für raue Umgebungen
Robuste Tablets

Beruf: Admin • Microservices • Storage-Trends • Cloud-Automatisierung • Robuste Tablets • Migration auf Vue.js 3
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 and data center technology: networks, server, storage
- Machine Learning and AI
- Virtualisation
- Digitalisation
- IoT and embedded systems
- Internet
- Big data and data science
- CIO Corner

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 2022

<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>02/2022</td>
<td>21 Jan, 2022</td>
<td>05 Jan, 2022</td>
<td>07 Jan, 2022</td>
<td>11 Jan, 2022</td>
</tr>
<tr>
<td>03/2022</td>
<td>17 Feb, 2022</td>
<td>01 Feb, 2022</td>
<td>03 Feb, 2022</td>
<td>08 Feb, 2022</td>
</tr>
<tr>
<td>04/2022</td>
<td>17 Mar, 2022</td>
<td>01 Mar, 2022</td>
<td>03 Mar, 2022</td>
<td>08 Mar, 2022</td>
</tr>
<tr>
<td>05/2022</td>
<td>21 Apr, 2022</td>
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<td>06 Apr, 2022</td>
<td>08 Apr, 2022</td>
</tr>
<tr>
<td>06/2022</td>
<td>19 May, 2022</td>
<td>03 May, 2022</td>
<td>05 May, 2022</td>
<td>10 May, 2022</td>
</tr>
<tr>
<td>Special 2022</td>
<td>09 June, 2022</td>
<td>19 May, 2022</td>
<td>23 May, 2022</td>
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<tr>
<td>07/2022</td>
<td>23 June, 2022</td>
<td>07 June, 2022</td>
<td>09 June, 2022</td>
<td>13 June, 2022</td>
</tr>
<tr>
<td>10/2022</td>
<td>22 Sept, 2022</td>
<td>06 Sept, 2022</td>
<td>08 Sept, 2022</td>
<td>13 Sept, 2022</td>
</tr>
<tr>
<td>01/2023</td>
<td>22 Dec, 2022</td>
<td>06 Dec, 2022</td>
<td>08 Dec, 2022</td>
<td>13 Dec, 2022</td>
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</table>

### iX-Special editions

<table>
<thead>
<tr>
<th>Edition</th>
<th>On sale</th>
<th>Material due</th>
<th>Loose insert due</th>
</tr>
</thead>
<tbody>
<tr>
<td>iX kompakt Security</td>
<td>11 Apr, 2022</td>
<td>08 Mar, 2022</td>
<td>10 Mar, 2022</td>
</tr>
<tr>
<td>iX Developer 1</td>
<td>08 Sept, 2022</td>
<td>09 Aug, 2022</td>
<td>11 Aug, 2022</td>
</tr>
<tr>
<td>iX Developer 1</td>
<td>08 Sept, 2022</td>
<td>09 Aug, 2022</td>
<td>11 Aug, 2022</td>
</tr>
<tr>
<td>Issue</td>
<td>On sale</td>
<td>Focus / market overview</td>
<td>Special supplement / insert</td>
</tr>
<tr>
<td>---------</td>
<td>-----------</td>
<td>------------------------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>02/2022</td>
<td>20 Jan, 2022</td>
<td>Software and hardware for conference rooms (hybrid, all in one)</td>
<td></td>
</tr>
<tr>
<td>03/2022</td>
<td>17 Feb, 2022</td>
<td>Active Directory Security Tools</td>
<td></td>
</tr>
<tr>
<td>04/2022</td>
<td>17 Mar, 2022</td>
<td>Multichannel tools for e-commerce business</td>
<td>iX extra Cloud</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Multi cloud management</td>
</tr>
<tr>
<td>05/2022</td>
<td>21 Apr, 2022</td>
<td>ALM-Tools (Application Lifecycle Management)</td>
<td>iX extra Hosting</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Webshop hosting</td>
</tr>
<tr>
<td>06/2022</td>
<td>19 May, 2022</td>
<td>SD WAN (Software-Defined Networking)</td>
<td>iX extra Storage</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Security / Backup</td>
</tr>
<tr>
<td>13/2022</td>
<td>09 June, 2022</td>
<td>iX special „Sustainable IT“</td>
<td></td>
</tr>
<tr>
<td>07/2022</td>
<td>23 June, 2022</td>
<td>Desktop in the browser via cloud</td>
<td>iX extra Cloud</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Kubernetes – tools and services</td>
</tr>
<tr>
<td>08/2022</td>
<td>21 July, 2022</td>
<td>Hyperconvergent systems</td>
<td></td>
</tr>
<tr>
<td>Issue</td>
<td>On sale</td>
<td>Focus / market overview</td>
<td>Special supplement / insert</td>
</tr>
<tr>
<td>---------</td>
<td>-------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>10/2022</td>
<td>22 Sept, 2022</td>
<td>Analytics-Tools (Predictive Analytics)</td>
<td><strong>ix extra Security</strong>&lt;br&gt;New trends and products to the it-sa</td>
</tr>
</tbody>
</table>
**SPS / IPC / DRIVES**,  
Nuremberg, 22 – 24 Nov, 2022|
| 12/2022 | 24 Nov, 2022| Voice assistant comparison / chatbots (in e-commerce)                                                                                                                                                                                                                                                                                                   | **ix extra Hosting**<br>Colocation                                                                                                                  |                                                                                                |
| 01/2023 | 22 Dec, 2022| Databases from cloud                                                                                                                                                                                                                                                                                                                                      |                                                                                            |                                                                                                |

<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>11 April, 2022</td>
<td>Security: Securing Active Directory</td>
<td>20,000</td>
</tr>
<tr>
<td>Developer 1</td>
<td>08 Sept, 2022</td>
<td>Modern programming languages</td>
<td>20,000</td>
</tr>
</tbody>
</table>

(subjects may change due to editorial issues)
PRODUCT ADVERTISEMENTS – RATES AND SIZES (b/w and full color)

**Cover**

Bleed: 210 × 297*
incl. wallpaper, see page 8

€ 7,900

**2/1 page**

a) Type area
b) Bleed:

390 × 260
420 × 297*

€ 11,850

**1/1 page**

a) b) 185 × 260
210 × 297*

€ 5,990

**3/4 page**

a) 185 × 193
b) 210 × 216*
137 × 260
146 × 297*

€ 4,825

**2/3 page**

a) 185 × 171
b) 210 × 195*
122 × 260
130 × 297*

€ 4,400

**Junior page**

a) b) 137 × 196
146 × 218*

€ 3,670
NEW:

In combination with a wallpaper on iX.de, alternatively possible on the heise Developer Channel.

Wallpaper format consisting of the following elements:

- Leaderboard (max. 150 Kb – max. 728 × 90 pixels)
- Skyscraper (max. 150 Kb – max. 200 × 600 pixels)
- Target URL or ClickCommand
- Background colour (if applicable) (the colouring must be clearly different from the standard background.)
- If applicable, tracking pixel
- As a rule, the Skyscraper is docked to the right of the Leaderboard. Leaderboard and skyscraper can be delivered as GIF, JPEG file or redirect.

FACTS

ONLINE

User traffic – September 2021
1,105,638 Page Impressions (Source: IVW)

Coverage
197,000 Unique User
Source: agof digital facts 2021 (July-Sept.)

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

heise Developer

User traffic – September 2021
933,527 Page Impressions (Source: IVW)

Coverage
177,000 Unique User
Source: agof digital facts 2021 (July-Sept.)

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

Includes placement on a cover page (2nd, 3rd or 4th) plus a wallpaper on iX.de or heise Developer Online to the extent of 25,000 adimps.
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 four weeks, according to availability
rates less 15% agency discount, plus VAT when booked via Germany

55,000 Ad Impressions with Ad bundle of Leaderboard (728×90) and MPU (300×250) + mobile Rectangle (300×250) + Interscroller in rotation

Rate: 2,850 €
+ 55,000 Ad impressions on top
Run time four weeks, according to availability
rates less 15% agency discount, plus VAT when booked via Germany
## JOB OFFERS – RATES AND SIZES (b/w and full color)

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>Junior page</td>
<td>€ 3,785</td>
</tr>
<tr>
<td>3/4 page</td>
<td></td>
<td>€ 3,320</td>
</tr>
<tr>
<td>2/3 page</td>
<td></td>
<td>€ 2,880</td>
</tr>
<tr>
<td>1/2 page</td>
<td></td>
<td>€ 2,140</td>
</tr>
<tr>
<td>1/3 page</td>
<td></td>
<td>€ 1,675</td>
</tr>
<tr>
<td>1/4 page</td>
<td></td>
<td>€ 1,230</td>
</tr>
</tbody>
</table>

**Please note that all job & market advertisements are placed within the type area.** All sizes: width × height in millimeter (1 mm = 0.03937 inches). Other formats on request. All rates in Euro.
YOUR BENEFITS: Low basic rates • No extra charge for colours • Focused target group

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 = 1,108

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: € 180 per 1,000 up to 25 g
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

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 € 130 per 1,000
4 pages € 180 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: € 85 per 1,000
CD/DVD: € 160 per 1,000
other weights on request

Ship Ad Specials to:
Dierichs Druck + Media
GmbH & Co. KG / Mr. Stähle
Frankfurter Str. 168, 34121 Kassel, Germany
Phone: +49 561 60280-153
Fax: +49 561 60280-199
Rate: € 210 per 1,000 up to 25g

**Masterhead ad**
- Your advertising message on the magazine cover

Rate: € 2,500

**Cover flap**
- Flap ad space front 3/4 and back space 1/1

Rate: € 9,000

**Belly-band**
- Envelops the magazine and is fixed to the back cover by point gluing

Rate: € 15,000

**Oversize insert**
- Loose insert in excess length, as a rule at least 15 mm above the upper binding edge

Rate: € 210 per 1,000 up to 25g

**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.

All rates plus VAT.
The IVW audit has testified! iX remains one of the most important information sources for IT professionals. With an average paid circulation of 28,221 copies per month (app sales not included) and a subscription rate of 94%, 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>Paid Subscription</th>
<th>26,486</th>
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<tbody>
<tr>
<td>For Sale</td>
<td>7,945</td>
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<tr>
<td>Other sales</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>34,436</td>
</tr>
<tr>
<td>Returns and Unsold Copies</td>
<td>6,215</td>
</tr>
<tr>
<td>Total Paid Circulation</td>
<td>28,221</td>
</tr>
<tr>
<td>Free Copies</td>
<td>386</td>
</tr>
<tr>
<td>Total Circulation</td>
<td>28,607</td>
</tr>
</tbody>
</table>

### COUNTRIES ABROAD

- **AUSTRIA**: 1,616 copies (30.4%)
- **SWITZERLAND**: 1,212 copies (22.8%)
- **OTHER COUNTRIES**: 2,484 copies (48.8%)
- **TOTAL**: 5,312 copies

Source: IVW II/2021
KEY TARGET GROUPS

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Group Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>CIO / IT-Vorstand / CTO</td>
</tr>
<tr>
<td>21%</td>
<td>Manager of IT / Head of IT</td>
</tr>
<tr>
<td>41%</td>
<td>Programmer / Application Developers</td>
</tr>
<tr>
<td>66%</td>
<td>Computer professional</td>
</tr>
</tbody>
</table>

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.
LINUS OF BUSINESS IN FOCUS – Variety makes the difference

<table>
<thead>
<tr>
<th>Category</th>
<th>Share</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?”

COMPANY SIZE

- Enterprises: 5,000+ employees - 21%
- Lager-scale enterprise: 500 - 4,999 employees - 25%
- Small and medium-sized companies: 20 - 499 employees - 37%
- Micro enterprise: 1 - 19 employees - 17%

n=978; “What is the workforce size of your company?”

SOURCES/STORE – Manufacturer or trade?

- Manufacturer / direct sales - 63%
- IT Wholesale / distributor - 53%
- System vendor / Software vendor - 49%
- IT mail order / other mail order business - 28%
- Leasing provider - 23%
- I do not know / not fixed yet - 7%

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

n=475; “And where will these computer and telecommunications products are presumably be purchased?”

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
SPECIAL EDITION

**iX compact Security Secure AD**
**On sale 11 Apr, 2022**

Since its introduction with Windows Server 2000, Active Directory, or AD for short, has become the most widely used service for resource management – used by 90 per cent of all companies worldwide. But where there is a lot of potential, attacks are also most tempting and security is at great risk. Emotet is just one of the many threats, gaining administrator rights by intruders is another. The iX kompakt teaches how the directory service can be secured at various levels.

**Target group:** CISOs, Administrators, IT managers, IT security managers.

---

**iX Developer Modern programming languages**
**On sale 08 Sept, 2022**

Rust, Go, Kotlin and TypeScript are outpacing top dogs like C++ or Java in different areas. At first glance, each has its own territory: Rust is system-oriented, Go is suitable for concurrent applications in the cloud, Kotlin wants to replace Java and TypeScript JavaScript. However, the fact that the boundaries are now blurring makes the choice even more exciting.

**Target group:** Developers, software architects, software development managers and other IT professionals involved in secure software development.

---

Your software for one of the editions hosted on ix.de or heise Developer: on request

<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><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
<td><img src="image5.png" alt="Image" /></td>
</tr>
</tbody>
</table>

- a) Type area: 390 x 260
- b) Bleed: 420 x 297*

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>390 x 260</td>
<td>6,540 €</td>
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<tr>
<td>185 x 260</td>
<td>3,475 €</td>
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<tr>
<td>185 x 128</td>
<td>2,050 €</td>
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<tr>
<td>185 x 84</td>
<td>1,540 €</td>
</tr>
<tr>
<td>185 x 62</td>
<td>1,180 €</td>
</tr>
</tbody>
</table>

Format: 210 mm width x 297 mm height * Create bleed formats plus 3 mm bleed all around.
iX EXTRA

The iX extra special is published **5 times a year** as a bind insert with special topics from the fields of **storage, hosting, 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 cover.

**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](http://www.ix.de) (follow tab "Artikel/iX extra"). Thus it provides you with additional contacts among iX users – without any extra costs!

<table>
<thead>
<tr>
<th>CLOUD</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>04/2022</td>
<td>Multi cloud management</td>
</tr>
<tr>
<td>07/2022</td>
<td>Kubernetes – Tools and services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOSTING</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>05/2022</td>
<td>Webshop hosting</td>
</tr>
<tr>
<td>12/2022</td>
<td>Colocation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STORAGE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>06/2022</td>
<td>Storage security/Backup</td>
</tr>
<tr>
<td>11/2022</td>
<td>New storage technology</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECURITY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>10/2022</td>
<td>New trends and products at it-sa</td>
</tr>
</tbody>
</table>
We Are Developers! – the magazine for developers and those who want to become one.

Reach a top target group of almost 230,000 Heise subscribers (c’t and iX magazine) with this combination. In addition to the print edition, the magazine is distributed as a digital edition to a large number of young developers (free and interactive PDF version).

The digital edition is promoted via heise online, WeAreDevelopers and additional promotional campaigns. For example, 30,000 registered users of WeAreDevelopers will receive access to the digital version of the magazine, 90,000 WeAreDevelopers followers will be informed about the issue (incl. linking) and 12,000 subscribers are made aware of the magazine directly via newsletter. Issue 2 will be published before the WeAreDevelopers (WAD) World Congress (15/16 June 2022) and will be published in English to additionally address the participants of the WAD World Congress. For the first time, the e-magazine will be distributed worldwide in the developer community!

c’t, iX and heise Developer have the readers and users you need - IT and software professionals, IT engineers, innovation managers - and a broad readership interested in IT and technology. And WeAreDevelopers has a developer platform on this topic, which simply matches!
<table>
<thead>
<tr>
<th>Cover</th>
<th>1/1 page</th>
<th>1/2 page</th>
<th>1/3 page</th>
</tr>
</thead>
</table>
| Bleed: 200 × 280* | a) Type area: 185 × 232  
b) Bleed: 200 × 280* | 185 × 116  
200 × 139*  
90 × 232  
98 × 280* | 185 × 82  
200 × 108*  
58 × 232  
71 × 280* |

**€ 8,625**  
**€ 6,900**  
**€ 3,900**  
**€ 2,600**

**Format:** 200 mm × 280 mm  
**Type area:** 185 mm × 260 mm  
**All sizes:** width × height in millimeter

Extra charge for cover pages: 25%; all rates are valid for colour ads as well (no extra charges)
IT & CAREER

Current and future topics regarding the IT and MINT (STEM) job market will be published in about 220,000 subscription copies of the two Heise magazines c’t and iX.

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.

Format: 200 mm × 280 mm
Type area: 185 mm × 232 mm
All sizes: width × height in millimeter
Extra charge for cover pages: 25%; all rates are valid for colour ads as well (no extra charges)
INFOTORIAL

The Infotorial visualizes your key message on a double page using graphics, icons or picture elements. Short texts about your technology, your products / services complete the Infotorial and bring your offers to the readers in a new modern format. An HR-torial can also be placed if you want to present yourself as an employer to the readers.

YOUR ADVANTAGES

Next to 2/1 page 4c media space in the iX magazin (print + app), the offer includes the conception as well as the graphic implementation of your advertising material. In consultation with you, we will develop an infotorial and make it available for further use after its publication.

Your test offer for media + conception: Net: € 9,990

Our IT readers are used to accessing information via a dashboard view and deriving a context for their daily work from the combination of images and text. This learned text-image combination is used here to convey your message to the reader in the shortest possible time.
NEW! DIGITAL TOPIC SUPPLEMENT

The e-paper (incl. print special) for iX readers and heise-online users

MAIN TOPICS OF THE ISSUE:
Privacy for companies - Cloud as a Service

SCOPE: 28 inside pages + 4 cover pages

FORMAT: 200 × 280 mm

TARGET GROUP: iX readers and heise-online users, IT managers and IT specialists

DIGITAL DISTRIBUTION ON THE HOTSPOT CHANNELS:

26,148,490 Visits on heise online*
197,000 Unique users on ix.de**
7,236 recipients of the iX Newsletter

* Source: IVW, September 2021
** Source: agof daily digital facts – 2021 (July – Sept. (df))

We print 1,000+ copies of the issue for physical distribution and, if you wish, for your promotions!
We also guarantee at least 4,000+ e-paper calls during the application period!

<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>
<td><img src="https://via.placeholder.com/150x150" alt="Image 1" /></td>
<td><img src="https://via.placeholder.com/150x150" alt="Image 2" /></td>
<td><img src="https://via.placeholder.com/150x150" alt="Image 3" /></td>
<td><img src="https://via.placeholder.com/150x150" alt="Image 4" /></td>
<td><img src="https://via.placeholder.com/150x150" alt="Image 5" /></td>
<td><img src="https://via.placeholder.com/150x150" alt="Image 6" /></td>
</tr>
<tr>
<td>a) Type area: 185 × 260 200 × 280* 137 × 196</td>
<td>b) Bleed: 185 × 128 200 × 140* 90 × 260 94 × 280*</td>
<td>185 × 84 200 × 104* 58 × 260 70 × 280*</td>
<td>185 × 62 200 × 74* 90 × 128 43 × 260 54 × 280*</td>
<td>185 × 41</td>
<td></td>
</tr>
<tr>
<td>€ 2,900</td>
<td>€ 1,800</td>
<td>€ 1,600</td>
<td>€ 1,100</td>
<td>€ 850</td>
<td>€ 550</td>
</tr>
</tbody>
</table>

Magazine format: 200 mm × 280 mm *Trim allowance for bleed: 3 mm oversize per bleed edge.
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

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.
PUBLISHER’S CONDITIONS

Publisher
Christian Heise, Ansgar Heise

Managing Director
Ansgar Heise, Beate Gerold

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

Editor-in-Chief
Dr. Oliver Diedrich

Year
33rd year of publication 2022

Rate Card
effective January 01, 2022

Publication
monthly

Advertising Director
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Fax: +49 [0]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 prof. Informationstechnik
Ms. Schüßler / 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 ads: 5 %</td>
</tr>
<tr>
<td>6 and more ads: 5 %</td>
<td>6 and more ads: 10 %</td>
</tr>
<tr>
<td>9 and more ads: 10 %</td>
<td>9 and more ads: 15 %</td>
</tr>
<tr>
<td>12 and more ads: 15 %</td>
<td>12 and more ads: 20 %</td>
</tr>
<tr>
<td>18 and more ads: 18 %</td>
<td>18 and more ads: 23 %</td>
</tr>
<tr>
<td>24 and more ads: 20 %</td>
<td>24 and more ads: 25 %</td>
</tr>
</tbody>
</table>

Product advertisements and job advertisements are discounted separately.

Agency
Agency commision 15 %

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

Standard terms for advertisements
Our general business terms and conditions see:

https://mediadaten.heise.de/en/home/gtc/
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. Create the data in the following colour profiles:

Cover: ISO coated v2 300 % (ECI)
Content: PSO LWC Standard 46L (ECI)

Due to the adhesive binding, 5 mm of the motif is not visible in the binding on U2, the first contents page, the last contents page and U3, and 3 mm on all other contents pages. 3 mm of the motif is not visible in the binding.

Send your print data up to 20 MB by e-mail to: prepress@ddm.de

Please state the exact designation of the desired issue in the subject line so that the data can be correctly assigned. Please send larger data via FTP. Please send colour proofs (cover ISO coated V2 39L / content: LWC improved 45L) to:

Dierichs Druck + Media GmbH & Co. KG
Abteilung Druckvorstufe – Ms. Schüßler / Mr. Schlewitz
Frankfurter Str. 168
34121 Kassel, Germany

FILE TRANSFER VIA FTP PER FTP

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

Please announce transfer via FTP by phone or e-mail.

SPECIAL COLOURS

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

Since 2012, heise Developer, iX and dpunkt.verlag, have been organizing developer conferences together with strong partners – 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 2022, face-to-face conferences will again be the focus of implementation! But the online conferences will also continue to accompany us, whether as new formats or as part of established conferences. The newly founded heise Academy also contributes to this with new formats. We will be happy to inform you about the upcoming topics, programs and dates with your inquiry as soon as possible.

<table>
<thead>
<tr>
<th>Conference</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>@heise Academy</td>
<td><strong>heise academy:</strong> The digital learning platform for IT professionals</td>
</tr>
<tr>
<td></td>
<td>Regular online conferences and workshops on software development and other key topics.</td>
</tr>
<tr>
<td>building IoT</td>
<td><strong>building IoT:</strong> The developer conference on Internet of Things and Industry 4.0</td>
</tr>
<tr>
<td></td>
<td>At building IoT, IT professionals will get an up-to-date overview of the key aspects of IoT development and the ever-growing ecosystem with its opportunities and risks.</td>
</tr>
<tr>
<td>IIoT Conference</td>
<td><strong>IIoT Conference:</strong> The developer conference at automatica</td>
</tr>
<tr>
<td></td>
<td>The automatica IIoT Conference aims to build a bridge between automation and software development. It directs to a technical audience and combines the classic automatica topics with IT-related lectures.</td>
</tr>
<tr>
<td>JavaLand</td>
<td><strong>JavaLand:</strong> The Java conference for the community by the community</td>
</tr>
<tr>
<td></td>
<td>Every year JavaLand opens its doors for the meeting of the Java community. Developers and architects come together at the two-day conference to explore the latest technologies and approaches for modern software development in the Java ecosystem.</td>
</tr>
<tr>
<td>inside agile</td>
<td><strong>inside agile:</strong> The new conference series on the agile working world</td>
</tr>
<tr>
<td></td>
<td>With events such as the Product Owner Day, the Agile Leadership Conference and many other formats that deal with team development and team management!</td>
</tr>
<tr>
<td>enterPy online</td>
<td><strong>enterPy online:</strong> The online conference for Python in Business, Web and DevOps</td>
</tr>
<tr>
<td></td>
<td>enterPy online is aimed at professionals who use Python productively in their companies.</td>
</tr>
<tr>
<td>Conference</td>
<td>Description</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Minds Mastering Machines: The Conference for Machine Learning and Artificial Intelligence</td>
<td>M3s program is aimed at those who are familiar with the basic concepts of ML and now want to take the second step towards machine learning.</td>
</tr>
<tr>
<td>Herbstcampus: Knowledge, exchange and inspiration for developers</td>
<td>For more than ten years now, the Nuremberg conference in fall has been offering IT professionals from all over Germany a professional and above all informal environment to learn about current trends, but also to deliberately discover topics outside the mainstream.</td>
</tr>
<tr>
<td>enterJS: The conference for Enterprise JavaScript</td>
<td>The enterJS focuses on the company-wide challenges of a JavaScript-based enterprise world. The focus is not only on the latest trends around the programming language JavaScript itself, but also on the frameworks and tools that are part of the toolbox of every JavaScript developer.</td>
</tr>
<tr>
<td>data2day: The conference for Big Data, Data Science and Machine Learning</td>
<td>data2day focuses on the technical implementation of projects in the fields of Big Data, Data Science, Machine Learning, Artificial Intelligence, Internet of Things and Enterprise Search.</td>
</tr>
<tr>
<td>heise devSec: The conference for secure software and web development</td>
<td>heise devSec is aimed at security experts as well as developers and architects who focus on security.</td>
</tr>
<tr>
<td>betterCode: We make developers better!</td>
<td>betterCode is heise Media’s new conference brand on current developments in the industry, including new software releases, software architecture topics, parallel programming and agile software development.</td>
</tr>
<tr>
<td>Continuous Lifecycle: The conference for Continuous Delivery, DevOps, Containerization and Cloud Native</td>
<td>The Continuous Lifecycle is dedicated to the concepts, processes and tools behind Continuous Delivery, Dev(Sec)Ops and Co. and offers experiences that are of practical help.</td>
</tr>
<tr>
<td>ContainerConf: The conference for Container, Kubernetes and Cloud-native</td>
<td>The ContainerConf highlights the technical internals and the most important tools and methods, but also the social and cultural aspects of containerization.</td>
</tr>
</tbody>
</table>
HEISE PRESENCE 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 leadgen 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 a small overview. Please feel free to ask for the sponsoring kit with detailed information.

<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition space</td>
<td>–</td>
<td>4-6 m²*</td>
<td>6-8 m²*</td>
</tr>
<tr>
<td>Your company logo in the Heise advertising campaign</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Your company logo on the conference website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Leads from the Heise campaign on site</td>
<td>–</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Pocket supplement - addable</td>
<td>–</td>
<td>addable</td>
<td>✔️</td>
</tr>
<tr>
<td>Social media reference</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Your advertisement in the conference brochure</td>
<td>–</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Your advertisements in iX magazine</td>
<td>–</td>
<td>–</td>
<td>✔️</td>
</tr>
<tr>
<td>Your lecture slot in the programme</td>
<td>–</td>
<td>addable</td>
<td>✔️</td>
</tr>
<tr>
<td>Your company workshop</td>
<td>–</td>
<td>–</td>
<td>addable</td>
</tr>
<tr>
<td>Lanyard sponsoring</td>
<td>on request</td>
<td>on request</td>
<td>on request</td>
</tr>
</tbody>
</table>

* depending on conference/location
As a sponsor of our digital conferences, you can benefit from a sophisticated programme and interested conference topics. You reach a clearly defined target group, also have the opportunity to present your products and services virtually in your showroom, within a digital lecture or in the form of the breakout session. We integrate you into the advertising campaigns, carry out lead-gen actions and much more.

The table below gives you a brief overview of possible sponsorship packages and their contents. Please feel free to request our sponsoring kit with detailed information on the respective conferences!

<table>
<thead>
<tr>
<th>EINBAUSPAZIERGANG</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ihr Logo im Heise Werbekampagnen</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Ihr Logo und Profil auf der Konferenzwebsite</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Leads aus dem Heise Kampagnen</td>
<td>–</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Social Media Referenz</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Ihre Vortragstation im Programm</td>
<td>–</td>
<td>addable</td>
<td>✔️</td>
</tr>
<tr>
<td>Ihr Workshop</td>
<td>–</td>
<td>–</td>
<td>addable</td>
</tr>
<tr>
<td>Ihr eigener Chat und Showroom</td>
<td>–</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Ihr eigener Breakout Raum</td>
<td>–</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Inklusion in der Teilnehmer Nachrichten</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Give-Away im Teilnehmerpflegesack</td>
<td>–</td>
<td>–</td>
<td>on request</td>
</tr>
<tr>
<td>kostenfreie Konferenzauftritte</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
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https://mediadaten.heise.de/en/produkte/print/everything-that-it-professionals-need-to-know/