

IT & Career II/2022

CLEVER MINDS WANTED!

You offer IT jobs with perspective?

We offer the professional target group, an enormous reach and favourable advertising rates.

Give us a call!

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

ct magazin für
computer
technik

+

IX
MAGAZIN FÜR
PROFESSIONELLE IT

IT & CAREER II/2022

The Recruiting Special of c't and iX highlights current topics around the IT and STEM job market. This editorial environment and the circulation of around 220,000 copies offer the best contact opportunities to qualified and committed IT professionals. A personnel image advertisement or a classic job offer is the modern business card of your company.

OUR TOPICS:

When the machines see the light:

The robotics market is far from exhausted. Especially learning systems like cobots, which carry out work processes hand in hand with human colleagues, have every chance. New study combinations of **AI and robotics** are already taking this into account.

Who can really hide microchips:

Tiny sensors, chips and technology components can be found in the Mars rover as well as in implants or modern toys. They are developed under cleanroom conditions by highly sought-after **microtechnology** specialists.

Why fans follow and customers buy:

Companies can operate their channels on Instagram, Twitter, TikTok etc. according to the simple principle of visibility. Or they can systematically and strategically investigate what promises the greatest success - a classic task for **social media analysts**.

How expensive the small print can be:

From CDs in a box to cores and VMs to cloud subscriptions, maintenance contracts and serverless apps - there are experts in **licence management** to ensure that the costs of software and services don't get out of hand.

Who provides throughput and security:

Where silos stood yesterday, networks must be built today that can withstand the growing demand. **Network architects** are the pragmatic visionaries of this development.

When the IT career begins on the job:

The shortage of skilled workers is driving companies to look for the skills and competences they need within their own ranks: through targeted **IT career development** in the workforce.

What really arrives in the end:

The best platform and the fullest shopping basket are of little use if the company remains blind to the hooks, hang-ups and problems that users actually experience. **Real user measurement/monitoring** experts know what to do about it.

When code is in the report card:

Politicians are in favour of it, parents anyway, the business community has been for a long time, and so are the schools in principle. The only problem is that there are not enough qualified teachers to make **computer science a compulsory subject**. And there are a few more obstacles in the federal German education system.

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

T. El-Badaoui

Tarik El-Badaoui, Sales Director iX

Simon Tiesel

Simon Tiesel, Sales Director c't

OUR READERS – YOUR TARGET GROUP



c't reaches **259,000** readers in the TOP 20 working group!



79% of iX readers find job-related information in iX.



72% of c't readers are interested in professional growth.



437,000 c't readers are fully engaged in their profession and working hard for it.



Highly educated and with a university degree

61% iX readers

38% c't readers



620,000 c't readers consider professional success important and desirable.


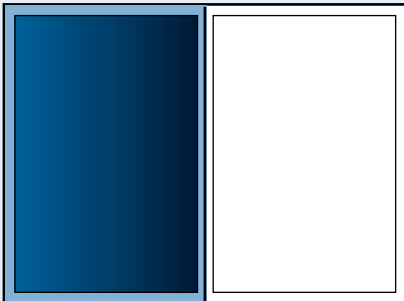
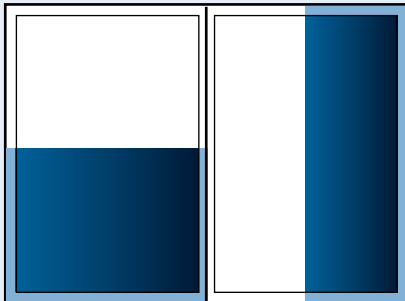
Do you offer exciting challenges and a modern working environment? Then tell our readers about it.

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

2/1 page	1/1 page	1/2 page
		
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c't magazin 22/22

08 Oct, 2022

iX magazin 11/22

20 Oct, 2022

Space close:

12 Sept, 2022

Materials:

15 Sept, 2022

IT & Career – also
available for download.



CONTACT

Ask our media teams for an attractive offer!