

A white humanoid robot is shown in profile, facing right, with its right hand raised to its chin in a classic 'thinking' pose. The robot has a white, metallic-looking body with some internal components visible, particularly in the head and neck area. The background consists of a blurred city skyline at night, viewed through a window with multiple panes. The lighting is a mix of cool blues and warm yellows from the city lights.

iX Special 2023

Artificial intelligence

IX SPECIAL “ARTIFICIAL INTELLIGENCE“

Hardly any other area in IT is changing as rapidly as machine learning (ML) and artificial intelligence (AI). Large transformation models are learning to solve tasks of different kinds and are fundamentally transforming knowledge processing. Established tools for AI development like PyTorch are becoming more and more powerful and new tools are entering the market. The iX Special looks behind the current AI hype and is aimed at all those who want to generate added value from data with ML, really understand current concepts in ML and AI and use the latest development tools.



THEMES

Artificial intelligence - understanding and developing it yourself

At the latest with ChatGPT, artificial intelligence has arrived in the mainstream. This iX Special does not join in the general hype. Instead, it shows the methods neural networks use to achieve their impressive results, presents the tools AI developers work with and, last but not least, shows readers how they can use and develop AI models themselves.

How the Large Language Models work

Large Language Models (LLMs) are what's reaching the world in AI right now - not just IT professionals. We explain where LLMs come from and how they work at their core.

Artificial Intelligence and Bias - Bias in AI

AI models reproduce human prejudices. We show why this is so, what effects it has and what AI developers can do about it.

Target group: Data scientists • Software developers and Software architects • IT managers and all IT professionals involved in AI development

Stable Diffusion under the Bonnet

Generative AI creates impressive images, but manufacturers are reluctant to show their cards. One exception is the StableDitfusion model from the German company Stability AI. We use this opportunity to find out which methods image generators use to be successful.

GPUs and Co. - Hardware for AI Training and Application

The current revolution in artificial intelligence would be inconceivable without powerful hardware specifically optimised for machine learning. In two comprehensive articles, we present current GPUs, provide benchmarks for AI tasks, show how AI chips are constructed and provide an outlook on current developments.

Code Generators with Artificial Intelligence - Implications for IT Education

AI-based code generators such as GitHub Copilot deliver amazingly plausible programme code - whether it actually works is another matter. What is certain is that these tools will change the training of developers and IT specialists, because besides many risks, they also offer opportunities to increase their quality.

Hugging Face - the Hub for Open AI

Anyone who wants to use and modify modern AI models cannot get around the French-American start-up Hugging Face. The company's transformers library enables uniform and simple access, and the hub is used to exchange models.

PyTorch

The PyTorch framework, published by Facebook as open source, is the most popular tool for developing applications for artificial neural networks. A concrete programming example shows how to successfully use the most important modules and tools of the framework.

Subject to editorial changes

Target group: Data scientists • Software developers and Software architects • IT managers and all IT professionals involved in AI development

The infotorial in the iX Special

"Artificial Intelligence"

(on sale at 15 June 2022)

Your exclusively designed advertising format in iX Special 2023!

The infotorial visualises your core message on a double page by means of graphics, icons or picture elements. Short texts about your technology, your products/services complete the infotorial and bring your offers closer to the readers in a new, modern format. You can also place an HR-Torial on top of it if you want to position yourself as an employer to the readers. Our

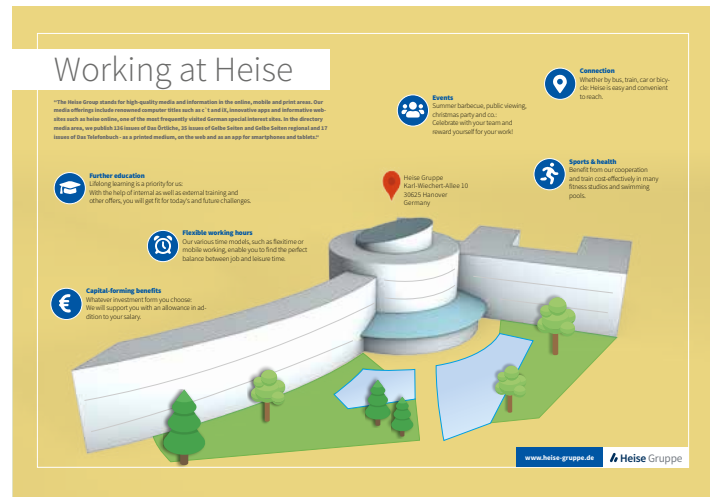
IT readership is used to retrieving information via a dashboard view and to deriving a context for everyday work from the image-text combination. This learned text-image combination is used here to transport your message to the reader in the short time available.

YOUR ADVANTAGES

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

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

mediadaten.heise.de



Working at Heise

"The Heise Group stands for high-quality media and information in the online, mobile and print areas. Our media offerings include renowned computer titles such as iX, iX.de, innovation apps and informative web sites such as heise online, one of the most frequently visited German special interest sites. In the directory media area, we publish 134 issues of the Brillia, 28 issues of Galileo Science and Galileo Science regional and 17 issues of the Techradar - as a printed medium, on the web and as an app for smartphones and tablets."

- Further education**
Taking learning is a priority for us. With the help of internal as well as external training and other offers, you will get fit for today's and future challenges.
- Flexible working hours**
Our various time models, such as flexible or mobile working, enable you to find the perfect balance between job and leisure time.
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Whatever investment form you choose. We will support you with an allowance in addition to your salary.
- Events**
Summer barbecues, public viewing, Christmas party and co. Collaborate with your team and reward yourself for your work!
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Whether by bus, train, car or bicycle. Heise is open and convenient to reach.
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Benefit from our cooperation and train cost-effectively in many fitness studios and swimming pools.

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Infotorial, example

DID YOU KNOW THAT ...

... around **45%** want to chat up **developer tools**, **35% enterprise solutions**, **42% system tools (monitoring, etc.)** and **33% virtualisation software**?

... **more than every 2nd reader** says that he or she can't get information anywhere else?

... **63%** of iX readers are **personally involved in making decisions on investments in the ICT sector** and the associated services?

... **over 82%** think that iX provides the knowledge for the communication technology of tomorrow?

... that Machine Learning is always one of the top topics in iX for **62%** of iX readers?

... **88%** appreciate the innovative and future-oriented topics of iX?

... **42%** of iX readers **work in large companies** with **1,000 or more employees**?

... iX readers on average use **6 applications** from the field of new technologies?

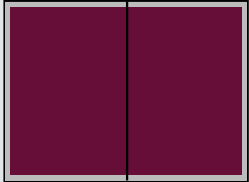
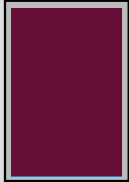



... almost every **second reader** is a software developer with a position in corporate management and IT?

Source: iX reader survey January / February 2022, n=1,018

Target group: Data scientists • Software developers and Software architects • IT managers and all IT professionals involved in AI development

RATES AND FORMATS 2023


Example for ads in 4c

2/1 pages	1/1 page	1/2 page	1/3 page	1/4 page
				
a) Type Area: 390 x 260 b) Bleed: 420 x 297*	a) 185 x 260 b) 210 x 297*	a) 185 x 128 90 x 260 b) 210 x 149* 103 x 297*	a) 185 x 84 b) 210 x 107*	a) 185 x 62 90 x 128 b) 210 x 80*
€ 12,440	€ 6,440	€ 3,660	€ 2,740	€ 2,180

All size: Width x height in mm *) Trim allowance for bleeds 3 mm bleed overall. BW ads and other formats on request!

Ad specials like loose inserts (€180 per thsd) or bind-ins (e.g. 2 pages €130 per thsd) **are effective attention catchers – let us know your favourite!**

DATES	
Space close:	24 May 2023
Materials:	30 May 2023
On sale:	15 June 2023

KEY FACTS	
Volume:	around 140 – 160 pages
Print run:	29,500 copies
	WISSEN, WAS ZÄHLT Geprüfte Auflage Klare Basis für den Werbermarkt



- surcharge for cover pages: 25 %
- 15 % agency commission
- other formats on request
- all rates excluding VAT

Ask us about attractive combination bundles with iX, ix.de or the heise Developer Channel.

TARGETED RECRUITING



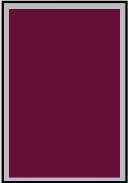


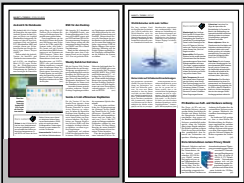
Your job advertisement in the Special "Artificial Intelligence". With a print run of 29,500 copies, the iX Special is a guidebook for data science employees, software developers and architects, IT managers and all IT professionals involved in AI development.

With an image advertisement you can present your company as an attractive employer or you can draw attention to yourself with a specific job advertisement. **In any case, you will reach an exclusive target group that is particularly interested in continuing their education in this area and staying on the ball.**

Job offers: Example for ads in 4c

Your contact for job offers:

Karl-Heinz Kremer, +49 0 6335 9217 0, karlheinz.kremer@heise.de

1/1 page	1/2 page	1/3 page	1/4 page
			
a) 185 × 260 b) 210 × 297*	a) 185 × 128 b) 210 × 149* 90 × 260 103 × 297*	a) 185 × 84 b) 210 × 107*	a) 185 × 62 b) 210 × 80* 90 × 128
€ 3,980	€ 2,290	€ 1,790	€ 1,490

All size: Width x height in mm *) Trim allowance for bleeds 3 mm bleed overall.

BW ads and other formats on request!

CONTACT

Let us develop ideas for your media plan together!

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Job market

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