Cloud-native: Develop and operate software efficiently
Application development in the cloud opens up additional flexible possibilities, but cloud-native does also pose challenges. High reliability, security and a successful developer experience require optimally integrated platform engineering and the smooth interaction of DevSecOps.

While GitOps enables automated provisioning from the infrastructure to the applications via version management with Git, Serverless Computing makes it possible to scale code and resources according to demand. A holistic observability approach is recommended to ensure the smooth operation of applications and their security.

**TOPICS**

- Developing software cloud-natively: **Frameworks, Services Meshes**, eBPF & Co.
- **Containers with Podman** in the IoT/Edge
- **Knative**: Efficiently scaling resources for enterprise applications
- Bringing JavaEE web application to the **AWS Cloud**
- **Serverless Computing**
- **WebAssembly** for Cloud-native
- **GitOps** basics (pros & cons for developers or platform teams)

**Target group:** DevOps • Developers • Software architects • Software development managers and others
- **Crossplane**: GitOps for the Multi-Cloud
- **GitOps** without Kubernetes
- Architecture decision: **Microservices or monolith**
- **Security**: Securing Kubernetes
- **Security**: Software Supply Chain (SCA and SBOMs)
- **Observability** for more efficient DevSecOps pipelines
- Debugging in Production: eBPF, Chaos Engineering and Observability
- DevOps, DevSecOps, SecDevOps or BizDevOps?
- FinOps: Keeping **cloud costs** under control (ML services, databases, etc.)

*Subject to editorial changes*

**Target group:** DevOps • Developers • Software architects • Software development managers and others
The infotorial in the iX Special
„Cloud-native: Develop and operate software efficiently“ (on sale at 09 November 2023)

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 offer 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
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: DevOps • Developers • Software architects • Software development managers and others
### RATES AND FORMATS 2023

**Example** for ads in 4c (all ads are additionally integrated in the app)

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
<th>Size (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 pages</td>
<td>€ 12,440</td>
<td>390 x 260</td>
</tr>
<tr>
<td>1/1 page</td>
<td>€ 6,440</td>
<td>185 x 260</td>
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<td>1/2 page</td>
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<td>1/3 page</td>
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<td>185 x 84</td>
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<tr>
<td>1/4 page</td>
<td>€ 2,180</td>
<td>185 x 62</td>
</tr>
</tbody>
</table>

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

**Special formats** like loose inserts (€ 180 per thsd) or bind-ins (e.g. 2 pages € 130 per thsd)

are effective forms of advertising, stand out with them - we will be happy to advise you!

### DATES
- Space close: 20 October 2023
- Materials: 25 October 2023
- On sale: 09 November 2023

### KEY FACTS
- Volume: around 140 - 160 pages
- Sold circulation: 38,855

*only applies to ad placements. Inserts, supplements and special forms of advertising are excluded.*

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

Each ad is extended into the app!*

Ask us about attractive combination options with the monthly iX magazine, ix.de or the heise Developer online channel.
Your job advertisement in the Special „Cloud-native: Develop and operate software efficiently“. With a sold circulation of 38,855 copies, the iX Developer Special is a guide for software developers and architects, IT managers and all IT professionals involved in software 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.

Your contact for job offers:
Karl-Heinz Kremer, +49 [0]6335 9217 0, karlheinz.kremer@heise.de

Job offers: Example for ads in 4c

<table>
<thead>
<tr>
<th>1/1 page</th>
<th>1/2 page</th>
<th>1/3 page</th>
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<tr>
<td>a) 185 × 260</td>
<td>a) 185 × 128</td>
<td>a) 185 × 84</td>
<td>a) 185 × 62</td>
</tr>
<tr>
<td>b) 210 × 297*</td>
<td>b) 210 × 149*</td>
<td>b) 210 × 107*</td>
<td>b) 210 × 80*</td>
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<tr>
<td>€ 3,980</td>
<td>€ 2,290</td>
<td>€ 1,790</td>
<td>€ 1,490</td>
</tr>
</tbody>
</table>

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!

<table>
<thead>
<tr>
<th>USA, UK, Asia, RoW</th>
<th>Job market</th>
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</thead>
<tbody>
<tr>
<td><strong>Dilara Samast</strong></td>
<td><strong>Karl-Heinz Kremer</strong></td>
</tr>
<tr>
<td>Account Manager</td>
<td>Senior Account Manager</td>
</tr>
<tr>
<td>Phone: +49 [0]511 5352-894</td>
<td>Phone: +49 [0]6335 9217-0</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:dilara.samast@heise.de">dilara.samast@heise.de</a></td>
<td>E-mail: <a href="mailto:karlheinz.kremer@heise.de">karlheinz.kremer@heise.de</a></td>
</tr>
</tbody>
</table>

| | |
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