

# iX Developer 2023



Cloud-native: Develop and operate software efficiently

# iX DEVELOPER SPECIAL „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)



iX Developer  
„Develop  
cloud-native“  
from Nov, 2023

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*



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# 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 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

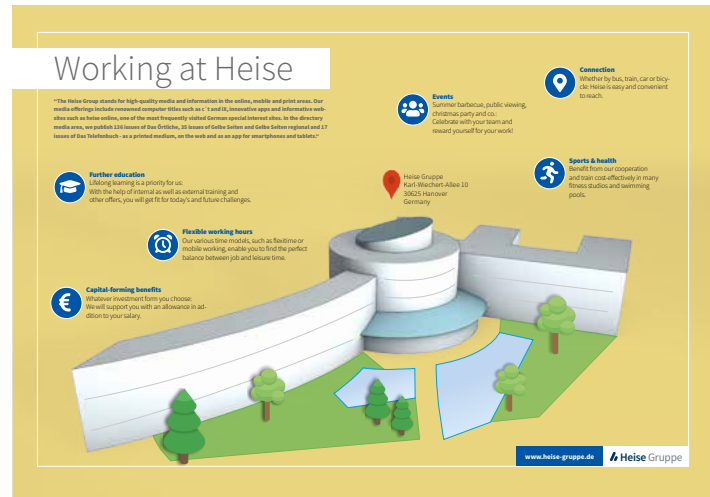
IT readership is used to retrieving information via a dashboard view and to deriving a context for everyday work from the image-text combination. This learned text-image combination is used here to transport your message to the reader in the short time available.

[mediadaten.heise.de](https://mediadaten.heise.de)

## 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



### Working at Heise

\*The Heise Group stands for high-quality media and information in the online, mobile and print areas. Our media offerings include investment companies like the iX, iX Live, innovative 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 130 issues of the Brillnet, 20 issues of Galileo Software and Galileo Software regional and 17 issues of the Techradar. - as a printed medium, we work and act as an employer for entrepreneurship and talent.

- Events**  
Summer barbecues, public viewing, Christmas party and co.  
Celebrate with your team and reward yourself for your work!
- Connection**  
Whether by bus, train, car or bicycle, Heise is open and convenient to reach.
- Further education**  
Ongoing 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 flexitime or mobile working, enable you to find the perfect balance between job and leisure time.
- Capital-forming benefits**  
Whatever investment form you choose, we will support you with an allowance in addition to your salary.
- Sports & health**  
Benefit from our cooperation and train cost-effectively in many fitness studios and swimming pools.

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Germany

[www.heise-gruppe.de](https://www.heise-gruppe.de) Heise Gruppe

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: 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)

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

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                 |
|                   |                        |

Each ad is extended into the app!\*

MAGAZIN FÜR PROFESSIONELLE IT

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

Ask us about attractive combination options with the monthly iX magazine, ix.de or the heise Developer online channel.

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

# TARGETED RECRUITING



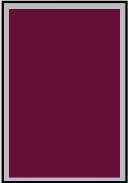


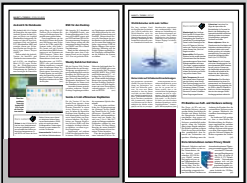
**Your job advertisement in the Special „Cloud-native: Develop and operate software efficiently“.** With a sold circulation of 38,855 copies, the iX Developer Special is a guide for software developers and architects, IT managers and all IT professionals involved in software development.

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](mailto:karlheinz.kremer@heise.de)

**Job offers: Example** for ads in 4c

| 1/1 page                                                                         | 1/2 page                                                                          | 1/3 page                                                                          | 1/4 page                                                                           |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |
| a) 185 × 260<br>b) 210 × 297*                                                    | a) 185 × 128<br>b) 210 × 149*<br>90 × 260<br>103 × 297*                           | a) 185 × 84<br>b) 210 × 107*                                                      | a) 185 × 62<br>b) 210 × 80*<br>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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