

iX Special 2024



The iX emergency guide

iX SPECIAL „THE iX EMERGENCY GUIDE - HOW TO DEAL WITH RANSOMWARE AND THE LIKE“

The question is not if you will be hacked, but when. The iX Special 2024 provides help in case of an emergency: How do you recognise an attack as quickly as possible? What can you do to prevent the worst from happening? How do you restore the affected systems? And what can you do beforehand to be optimally prepared for an emergency?

The iX Emergency Guide provides best practices, case studies and checklists. The authors are experienced security specialists who present valuable expertise from their daily practice.

TOPICS

Current threat situation

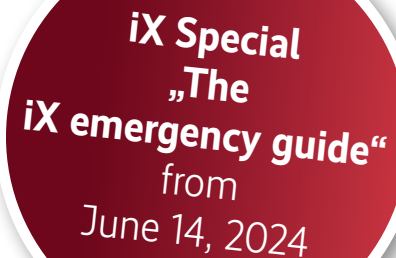
- Ransomware as the biggest IT security challenge of our time

Attacks and detection

- Current types of attack and how they enter the company and proceed
- Recognising attacks with EDR, monitoring and other techniques
- Use cyber threat intelligence proactively and reactively

Incident response

- Immediate measures: Dos and don'ts after an attack
- IR service providers: What can they do and what can't they do?
- What was it like when we were hit by an encryption attack? An affected company tells us.
- How police and investigating authorities are fighting ransomware gangs and what they can do for companies



iX Special
„The
iX emergency guide“
from
June 14, 2024

Target group: Security employees • IT admins • Team and Project managers • CSOs • CTOs • CIOs and anyone who deals with IT security

Technical response

- Triage: recognising data, interpreting it correctly and acting appropriately
- Digital forensics and forensic processing of an incident

Organisational response

- Communicate quickly and appropriately in a crisis
- Reporting obligations and co. in the event of data leaks and theft
- Ransomware and the law: Can companies pay a ransom?

Recovery and follow-up

- Restoring and restarting the systems
- Set up AD again and restructure it securely
- Lessons learnt: How to technically process an incident
- Psychological effects on those affected and IR teams

Preparing for an emergency

- Checklists: How to best prepare for ransomware attacks
- Assess business impact, create contingency plans, resume business
- Emergency drills: Rehearse the emergency
- Practical tips for a sensible and non-encrypting backup
- Preparing an IT-independent emergency environment in the cloud

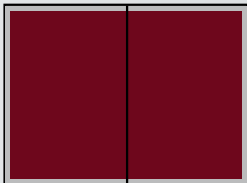
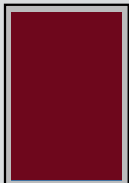


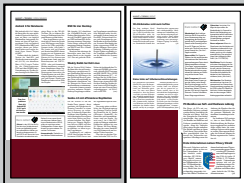
Subject to editorial changes

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RATES AND FORMATS 2024


Example for ads in 4c

2/1 page	1/1 page	1/2 page	1/3 page	1/4 page
				
a) Type Area: 390 × 260 b) Bleed: 420 × 297*	a) 185 × 260 b) 210 × 297*	a) 185 × 128 90 × 260 b) 210 × 149* 103 × 297*	a) 185 × 84 b) 210 × 107*	a) 185 × 62 90 × 128 b) 210 × 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:	May 28, 2024
Materials:	May 30, 2024
On sale:	June 14, 2024

KEY FACTS	
Volume:	around 140 – 160 pages
Print run:	29,500 copies
	



- 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.

ADVERTORIAL – RATES AND SIZES

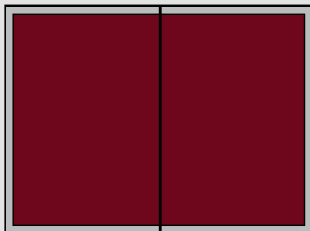
Your content, prepared by us, in your desired iX issue.

The design of your advertorial is included!

All you need to do is provide us with the desired number of characters and the image in a minimum resolution of 360 dpi by the print date of your desired issue.

Once designed, you will receive a proof for review/correction.

2/1 page

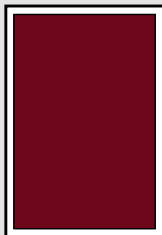


incl. placement in the iX app
approx. 8,000 characters incl. spaces and 1–2 illustrations

Rate: € 12,440



1/1 page

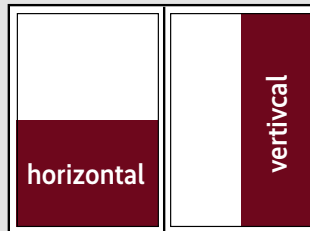


incl. placement in the iX app
approx. 5,000 characters incl. spaces and 1–2 illustrations

Rate: € 6,440



1/2 page



incl. placement in the iX app
approx. 2,000 characters incl. spaces and 1 illustration

Rate: € 3,660



DID YOU KNOW THAT ...

... almost **48%** want to purchase **data protection solutions**, **35%** **business solutions**, **58%** **network hardware**, **33%** **virtualisation software**?

... **more than every 2nd** reader says that he gets these information nowhere else?

... **63%** of the iX-readers are **sole decision-makers / co-deciders on ICT purchases** and related services in the company?

... **more than 82%** believe in iX as a gatekeeper of future communication technology knowledge?

...that IT security is always/often one of the top iX topics for **91%** of iX readers?

... **87%** appreciate the innovative and forward-looking issues of iX?

... **42%** of the iX-reader work in large companies with **more than 1,000 employees**?

... iX readers use an average of **six applications** from the field of new technologies?

... **almost every 6th reader** is IT security officer?

Source: iX-readership survey January / February 2022, base n=1.018, *in the next 12 months

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TARGETED RECRUITING







Your job advertisement in the Special „The iX emergency guide“. 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
Phone: +49 (0) 6335 9217 0 • E-mail: 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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