IT & Career II/2024
FIND CLEVER MINDS!

Do you offer IT jobs with prospects?

First time integrated as a **topic area** in c't and iX – Reach over **1 million readers** (AWA 2024)

We reach the high-class target group of IT professionals and offer an excellent price-performance ratio.

IT & CAREER II/2024

The c't and iX recruiting special is being published first time as a built-in topic section in the complete print run of c't magazin and iX Magazin with a total reach of over 1 million readers per issue! (Source AWA 2024) The special highlights current topics related to the IT job market in the usual high quality. This editorial environment and the enormous wide reach offer the best opportunities to inspire future colleagues for vacancies in your company. A personnel image advert or a classic job advertisement becomes a modern business card for your company.

OUR TOPICS:

RESILIENCE MANAGER:
What helps when all else fails?
Total failures in the software supply chain, ever-increasing data leaks and a global political situation that remains extremely uncertain – it is no coincidence that (digital) resilience is the watchword of corporate strategy. ISO 22316 and training courses to become a Certified Resilience Manager (CReM) are a perfect match.

PROFESSIONAL LIABILITY:
Who pays for programming errors.
In an industry where a single misplaced decimal point can result in claims for damages running into millions, professional indemnity insurance for self-employed IT specialists seems plausible. However, not all risks can be sensibly insured. And legal protection is a must in any case.

JOB MARKETS:
Where specialists find the right thing.
There is no shortage of job portals on the Internet. In addition to generalists such as Stepstone or Indeed, there are specialised platforms such as Jobvector and a large number of regional contact points. And of course the career networks: LinkedIn or Xing? The choice depends on what exactly you are looking for.

AI REGULATION:
What start-ups can expect.
The EU AI Act's focus is on regulation, with a risk-orientated approach and far-reaching exemptions. At the same time, smaller start-ups and think tanks will now also have access to the Union's high-performance computing resources. The EuroHPC supercomputers could really make the difference.

PRODUCT KNOWLEDGE:
What manufacturer certificates are worth.
Every self-respecting major solution provider now has training and certification programmes, including Microsoft and SAP, but also Scrum and ITIL. If you get training from the company, you shouldn't hesitate; but doing it on your own can be expensive.

GITOPS:
What developers need to know about Flux & Co..
With Git as a single source of truth, IT operations are to be given another boost. At this fully declarative level of infrastructure as code, automation reaches new dimensions: According to the pull principle, the system tracks the stored target state virtually 'by itself'.

We look forward to having you join us!

Simon Tiebel
Sales Manager c't

Tarik El-Badaoui
Sales Manager iX

OUR READERS - YOUR TARGET GROUP

c't reaches **268,000**, iX **109,000** readers in the top tier – the top twenty of professionals.*

The career-oriented c't-reader / iX-reader in combination: Ø 42 years, works hard, wants success, is willing to change and reads selectively.

Highly educated and with a university degree
53 % iX-readers
41 % c't-readers

79 % of iX-readers find career-relevant information in iX.**

77 % of c't-readers and **88 %** of iX-readers are interested in professional development.

367,000 c't-readers, **131,000** iX-readers are fully committed to their profession and work hard for it. (Ø 41 years)

590,000 c't-readers and **199,000** iX-readers consider success at work to be important and worth striving for.

Source: c't, iX - AWA 2024, **iX reader survey 2022 n=1018;
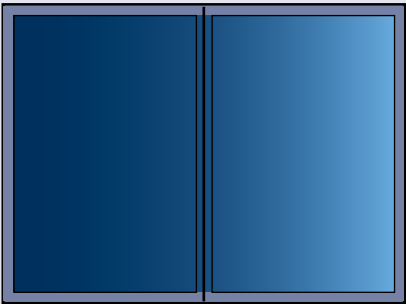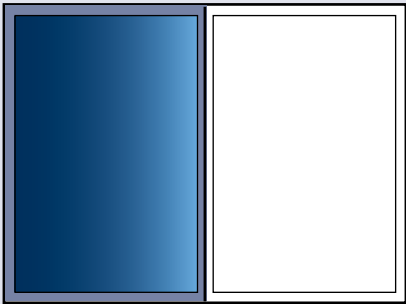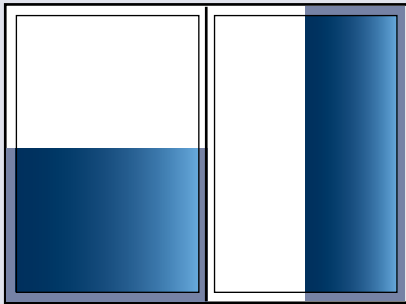* Top Twenty = Executive function + high net income + high level of education + upper social class

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

Your options at a glance:

- Advertorial + job posting
- Personal Image Ad

- Classic job advertisement
- Courses of study or continuing education

For example, combine: **One page company profile + one page recruiting!**

FORMATS, RATES, DATES

	2/1 page	**1/1 page**	**1/2 page**
	9,700 Euro	**5,100 Euro**	**3,200 Euro**

	2/1 page	1/1 page	1/2 page	
1) Type area	400 x 256	185 x 256	185 x 126	88 x 256
2) Bleed*	420 x 297*	210 x 297*	210 x 152*	103 x 297*

Trim size / magazine: 210 mm wide x 297 mm heigh

Type area: 185 mm wide x 256 mm heigh

All sizes: Width x height in millimeters

* Trim allowance starting from the magazine/bleed format:
  4 mm head, 4 mm gutter,
  3 mm face and 3 mm foot

Issue II/2024

On sale: :

c't Magazin 24/24	**01 Nov, 2024**
iX Special 02/24	**08 Nov, 2024**
Space close:	**07 Oct, 2024**
Materials:	**11 Oct, 2024**

IT & Career
also available for download.

CONTACT

<u>Your contact person</u> will be happy to make you an appropriate offer.

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