

# RATE CARD

2025



MAGAZINE FOR PROFESSIONAL IT



WISSEN, WAS ZÄHLT  
Geprüfte Auflage  
Klare Basis für den Werbekarm

AWA

# EDITORIAL PROFILE



## iX – EVERYTHING IT PROFESSIONALS NEED TO KNOW

The focus of the IT professional magazine iX is the use of IT in the company with topics such as:

Security and privacy • Software development • System management • Cloud • data center technology: networks, server, storage Machine Learning and AI • IT law and compliance • Digitalisation IoT and embedded systems • Internet • Big data and data science • IT-Management

iX picks up on current trends in information technology and looks behind the hypes. Tests and field reports provide a decision-making aid for the use of products and services.

iX guides its readers through the increasingly confusing and constantly changing IT jungle. Independent, thoroughly researched and critical specialist journalism comes first. The iX authors are themselves IT professionals and write from practical experience.

## TARGET AUDIENCE

iX writes for the broad audience of IT-experts:

From IT-managers to consultants, software developers, system and network administrators, security specialists, sales staff and scientists in industry and at universities.

iX reaches the IT multiplier,

- executives participating in decision preparation,
- executives responsible for procurement decisions
- decision-makers of tomorrow

## EDITORIAL CONCEPT

iX informs about products and services – from the announcement about current tests up to the experience report – and about the companies behind, their capital, support, future plans, product range.

iX writes for practice – with reports on future-oriented solutions, system administration, programming, practice tips.

iX reports on theories and concepts from science, research and development enabling today's readers to understand tomorrow's technology.

**iX shows where the market is heading to – allowing readers to keep track of an increasingly intricate IT world.**



# PUBLICATION SCHEDULE 2025

Issue	On sale	Space closed	Material due	Loose insert due
02/2025	24 Jan, 2025	09 Jan, 2025	10 Jan, 2025	13 Jan, 2025
03/2025	21 Feb, 2025	05 Feb, 2025	07 Feb, 2025	10 Feb, 2025
04/2025	21 Mar, 2025	06 Mar, 2025	07 Mar, 2025	10 Mar, 2025
05/2025	25 Apr, 2025	08 Apr, 2025	10 Apr, 2025	11 Apr, 2025
06/2025	23 May, 2025	06 May, 2025	07 May, 2025	12 May, 2025
07/2025	27 June, 2025	10 June, 2025	12 June, 2025	13 June, 2025
08/2025	25 July, 2025	08 July, 2025	10 July, 2025	14 July, 2025
09/2025	22 Aug, 2025	05 Aug, 2025	07 Aug, 2025	11 Aug, 2025
10/2025	19 Sept, 2025	02 Sept, 2025	04 Sept, 2025	08 Sept, 2025
11/2025	24 Oct, 2025	07 Oct, 2025	09 Oct, 2025	13 Oct, 2025
iX Special 2025	07 Nov, 2025	15 Oct, 2025	17 Oct, 2025	23 Oct, 2025
12/2025	21 Nov, 2025	04 Nov, 2025	06 Nov, 2025	10 Nov, 2025
01/2026	19 Dec, 2025	02 Dec, 2025	04 Dec, 2025	08 Dec, 2025

# TOPICS 2025

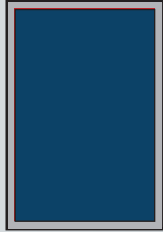
Issue	On sale	Focus / market overview	Special supplement / insert	Fair
02/2025	24 Jan, 2025	Access management		
03/2025	21 Feb, 2025	Active network traffic analyser	<b>iX extra Cloud</b> Infrastructure services from the cloud	<b>embedded world</b> Nuremberg, 11–13 March, 2025 <b>Cloudfest</b> Rust, 17–20 March, 2025 <b>secIT by Heise</b> Hanover, 19–20 March 2025 <b>Fiberdays (Breko Glasfasermesse)</b> Wiesbaden, 02–03 April 2025
04/2025	21 March, 2025	Application security posture management	<b>iX extra Automation</b> Industrial ethernet	<b>Hannover Messe</b> Hanover, 31 March–04 April, 2025
05/2025	25 April 2025	Chaos engineering		<b>GITEX</b> Berlin, 23–25 May, 2025
06/2025	23 May, 2025	IT asset management	<b>iX extra Storage</b> NIS-compliant backup	<b>Automatica</b> Munich, 24–27, June 2025
07/2025	27 June, 2025	CRMs of the KIT generations	<b>CodingCareers I / 2025</b>	

Issue	On sale	Focus / market overview	Special supplement / insert	Fair
08/2025	25 July, 2025	Test management tools	<b>iX extra Hosting</b> AI hosting	
09/2025	22 Aug, 2025	Internal developer portals		<b>IFA</b> Berlin, 05 – 09 Sept, 2025
10/2025	19 Sept, 2025	Risk management systems	<b>iX extra Security</b> Trends & innovations for it-sa 2025	<b>it-sa</b> Nuremberg, 07 – 09 Oct, 2025
11/2025	24 Oct, 2025	NBase-T switches	<b>iX extra Cloud</b> Observability from the cloud	<b>PLC</b> Nuremberg, 25 – 27 Nov, 2025
iX Special 2025	07 Nov, 2025	Security toolbox	<b>CodingCareers II/ 2025</b>	
12/2025	21 Nov, 2025	Firewalls for SMEs	<b>iX extra Storage</b> Trends & Novelties	
01/2026	19 Dec, 2025	Cloud and edge platforms for the industry		

(subjects may change due to editorial issues)

# PRODUCT ADVERTISEMENTS – RATES AND SIZES INCL. APP (b/w and full color)

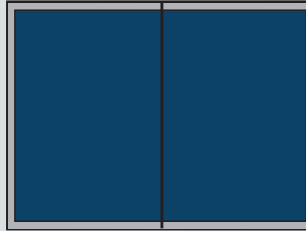
## Cover incl. wallpaper



Bleed: 210 × 297\*  
incl. wallpaper, see page 8

€ 7,900

## 2/1 page



a) Type area: 390 × 260  
b) Bleed: 420 × 297\*

€ 12,440

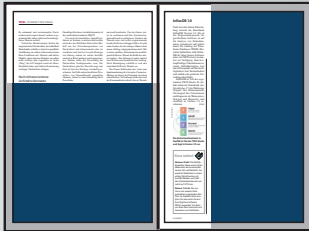
## 1/1 page



a) 185 × 260  
b) 210 × 297\*

€ 6,440

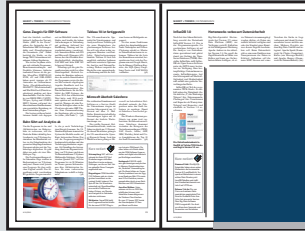
## 2/3 page



a) 185 × 171 122 × 260  
b) 210 × 195\* 130 × 297\*

€ 4,400

## Juniorpage



a) 137 × 196  
b) 146 × 218\*

€ 3,940

## 1/2 page



a) 185 × 128 90 × 260  
b) 210 × 149\* 103 × 297\*

€ 3,660

## 1/3 page



- a) 185 × 84      58 × 260  
b) 210 × 107\*      73 × 297\*

€ 2,740

## 1/4 page



- a) 185 × 62      90 × 128      43 × 260  
b) 210 × 80\*      53 × 297\*

€ 2,180

## 1/6 page



- a) 185 × 41      58 × 128      84 × 84

€ 1,390

## 1/8 page



- a) 185 × 29      43 × 128      84 × 62

€ 1,140

All bookings  
include the iX app:

You will reach the  
digital readers of  
iX magazine -  
with your motif at  
no extra charge!



**Trim size:** 210 mm × 297 mm  
**Type area:** 185 mm × 260 mm  
**All sizes:** width x height in millimeter  
(1 mm = 0.03937 inch)

\* Trim allowance for bleed: 3 mm oversize per bleed edge. Extra charge for bleed: 10 % of the basic b/w rate. Please be beware of the clip effect of the adhesive bond in the case of displays with gutter bleed.

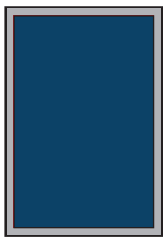
Combined formats with gutter bleed and other formats on request. All rates in Euro plus VAT.

# PREFERENTIAL PLACEMENT IN IX MAGAZINE AND ON IX ONLINE

## PRINT + ONLINE

In combination with a wallpaper on **iX.de**, alternatively on the **heise Developer** Channel.

### Cover page



210 × 297 mm plus  
3 mm circumferential  
bleed



### Wallpaper



728 × 90 px + 200 × 600 px

€ 7,900

Includes placement on a cover page (2nd, 3rd or 4th) plus a wallpaper on iX.de or heise Developer Online to the extent of **25,000 AdImps.**

### Wallpaper format consisting of the following elements:

- Leaderboard (max. 150 KB – max. 728 × 90 Pixel)
- Skyscraper (max. 150 KB – max. 200 × 600 Pixel)
- Target URL or ClickCommand
- Background colour (if applicable) (the colouring must be clearly different from the standard background.)
- If applicable, tracking pixel
- As a rule, the Skyscraper is docked to the right of the Leaderboard. Leaderboard and skyscraper can be delivered as GIF, JPEG file or redirect.

## FACTS



### User traffic

3.184,827 Page Impressions  
(Source: IVW September 2024)

### Target group

- ICT Professionals
- IT and System engineers
- IT security officers
- Network managers and more



### User traffic

1.474,821 Page Impressions  
(Source: IVW September 2024)

### Target group

- Software developers, architects and engineers
- Project and IT managers
- Software and IT consultants
- DevOps, DevSecOps, ..



# ADVERTORIAL – RATES AND SIZES

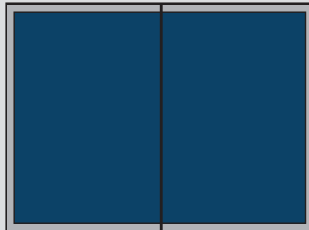
Your content, prepared by us, in your desired iX issue.

The design of your advertorial is included!

For this purpose, you supply us with the requested number of characters and the illustration in a minimum resolution of 360 dpi.

You will receive a proof for checking / correction after the design.

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**



# ONLINE CHANNEL SPONSORING



**Leaderboard**

**X MAGAZIN FÜR PROFESSIONELLE IT**

Newsicker Newsletter Helpdesk RSS Magazin abonnieren

Magazin Artikel Workshops Konferenzen

**Top-News**

**AI**  
Blickem Studie  
**KI ersetzt Arbeitsplätze in der IT-Branche – und schafft neue**

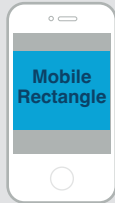
**Orchardline 7.0**  
9 & Co.  
**Verwaltungssoftware unterstützt RHEL**

Das Verwaltungstool Orchardline unterstützt jetzt Enterprise Linux 9 und ARM64. Es erlaubt zudem das kontinuierliche Auspielen neuer Software-Versionen.

13 | 8 Magazine

**Neue Magazin-Artikel**

Skyscraper



Medium Rectangle (MPU)

**User traffic – September 2024: 3.447,927 Page Impressions\***

65,000 Ad Impressions with Ad bundle of Leaderboard (728×90) and MPU (300×250) + mobile Rectangle (300×250)  
+ Interscroller in rotation

**Rate: € 3,370**

**+ 65,000 Ad Impressions on top**

Run time four weeks, according to availability

rates less 15% agency discount, plus VAT when booked via Germany



**Leaderboard**

**heise developer**

News ▾ Rubriken ▾ Blogs ▾ Podcasts ▾ Videos Konferenzen

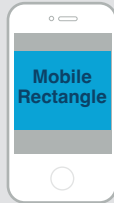
Entwickler-Board  
**Halber Preis, mehr TOPS: Neues Nvidia Jetson Orin Nano Developer Kit**

**Medium Rectangle (MPU)**

**Skyscraper**

**Mobile Rectangle**

Skyscraper



**User traffic – September 2024: 1.474,821 Page Impressions\***

55,000 Ad Impressions with Ad bundle of Leaderboard (728×90) and MPU (300×250) + mobile Rectangle (300×250)  
+ Interscroller in rotation

**Rate: € 2,850**

**+ 55,000 Ad Impressions on top**

Run time four weeks, according to availability

rates less 15% agency discount, plus VAT when booked via Germany

\*Source: IWW 9/24

# JOB OFFERS by heise Jobs – RATES AND SIZES (b/w and full color)

## 1/1 page Junior page



185 × 260

137 × 196

€ 3,980 | € 2,810

## 2/3 page

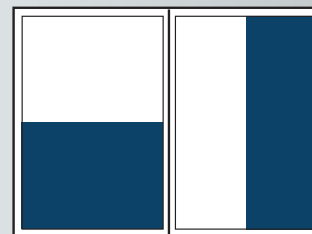


185 × 171

122 × 260

€ 3,110

## 1/2 page



185 × 128

90 × 260

€ 2,290

## 1/3 page



185 × 84

58 × 260

€ 1,790

## 1/4 page



185 × 62

90 × 128

43 × 260

€ 1,490

All job offer bookings include the iX app booking: You will reach the digital readers of iX magazine with your motif at no extra charge.



Please note that all job & market advertisements are placed within the type area. All sizes: width × height in millimeter (1 mm = 0.03937 inches). Other formats on request. All rates in Euro plus VAT.

# AD SPECIALS

## Loose inserts



- In the entire circulation. In the subscribed circulation or individually sold quantity according to postcode areas, **plus 10 % partial occupancy surcharge**
- Minimum quantity 10,000 copies
- Maximum size 200 x 280 mm (w×h)
- Minimum size 105 x 148 mm (w×h)

**Rate: € 180 per 1,000 up to 25 g**  
other weights on request

## Bind-ins



- Printed matter, free samples
- Delivery:  
grooved, 4 mm upper trimming edge,  
3 mm trimming edge to gutter and at least  
3 mm outer and lower trimming edge

**Rate: 2 pages € 130 per 1,000**  
**4 pages € 180 per 1,000**

other weights on request

## Tip-ons



- Postcard, advertising material etc.
- in conjunction with a 1/1 master advertisement covering the entire circulation

**Postcards: € 85 per 1,000**

Loose inserts, bound inserts, and tip-ons must be suitable for mechanized processing and be packed in the exactly appropriate way – in handy packs stacked loosely on pallets.

Shipping cartons for all ad specials must be labeled as follows:

- For iX „issue“
- Number of inserts in carton
- Name of the advertising company

## Ship Ad Specials to:

Dierichs Druck + Media  
GmbH & Co. KG / Hr. Stähle  
Frankfurter Str. 168, 34121 Kassel, Germany  
Phone: +49 [0]561 60280-171  
Fax: +49 [0]561 60280-199

## Masterhead ad



- Your advertising message on the magazine cover

**Rate: € 2,500** entire circulation

## Cover flap



- Flap ad space front 3/4 and back space 1/1

**Rate: € 9,000** subscribed circulation only

## Belly-band



- Envelops the magazine and is fixed to the back cover by point gluing

**Rate: € 13,000** subscribed circulation only

## Inserts / bind-ins / tip-ons

Extra charge for partial coverage 10 %

Please check with us directly further rates, technical data and current circulation figures for calculating the print run.

Please send us 5 samples before placing the order. For items with a thickness of more than 2.5 mm, the post office charges additional fees, which are passed on separately.

## Oversize insert



- Loose insert in excess length, as a rule at least 15 mm above the upper binding edge

**Rate: € 210 per 1,000 up to 25g**

## Panorama-ad



- Possible as a double advertisement only

**Rate: € 3,500**

## Service:

We will gladly take over the production of inserts, supplements and stickers as well as other forms of advertising for you.

The service we offer ranges from layout work to the entire printing process in our own printing shops.

For other interesting special advertising forms please contact your media consultant.

All rates plus VAT.

# CIRCULATION ANALYSIS

## The IVW audit has testified!

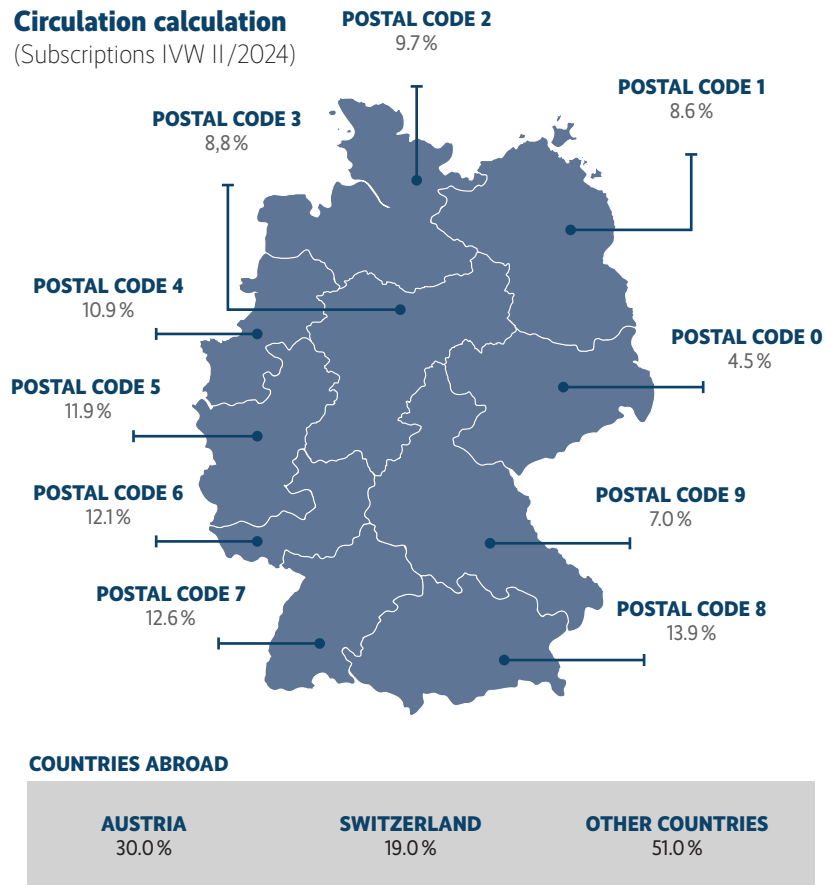
iX remains one of the most important information sources for IT professionals. With an average paid circulation of 36,111 copies per month (app sales not included) and a subscription rate of over 59%, we offer advertisers a large and qualified readership! The distribution analysis shows that iX is appreciated as a specialist magazine in all federal states of Germany and that it is well-known beyond the national borders. Over 3,000 subscribers are from countries abroad, mainly from Austria and Switzerland.

### Audited Circulation Figures

Paid Subscription	21,386
<i>thereof abroad</i>	3,097
<i>thereof E-Paper</i>	2,979
For Sale	5,446
Other sales	12,728
Total	39,560
Returns and Unsold Copies	3,449
<b>Total Paid Circulation</b>	<b>36,111</b>
Free Copies	417
Total Circulation	36,528

Source: IVW III/2024

## Circulation calculation (Subscriptions IVW II/2024)



# iX-READERSHIP

AWA 2024

**278,000 readers** per Issue



**162,000 readers** are **heavy readers**, they read almost all pages and do so intensively.



**83,000 readers (30%)** hold a **leading position**, are a **manager** in the company.



**132,000 readers** often give advice and are considered **experts**.



**64%** have a **high willingness to spend** on technical devices (such as computers and televisions)



**113,000 (41%)** are **decision-makers** / co-decision-makers for **business investments**.



**127,000 readers** are **innovators / trendsetters** – they place high demands on products and often have an **affinity for brands**.

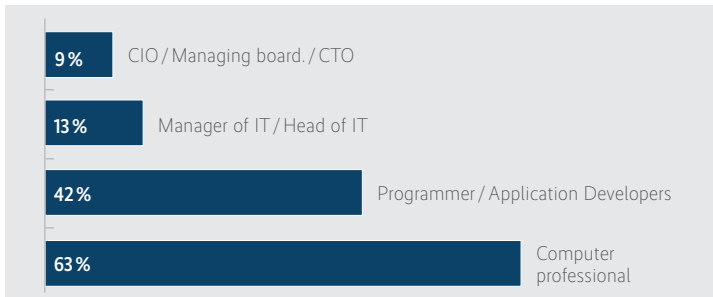
## STATEMENTS

**117,000 readers** are also among the early adopters.  
**264,000** are comprehensively or selectively print-affine readers.  
**97,000 readers** read specifically, in search of important information.

**219,000 readers** always want to stay up to date on technical matters  
**216,000** readers have a net household income of more than 3,000 euro

Source: AWA 2024

# KEY TARGET GROUPS



iX addresses the central heads in the ICT. For more than 30 years, the Special Interest Magazine iX reaches readers at all levels of IT – across all industries:

- 74% read iX for professional reasons.
- They are CIOs or belong to the managing board.
- They have an executive function and position in the IT – in the area of data center, organization, data processing and telecommunications.
- For 79% of the readers, iX contains job-relevant information.



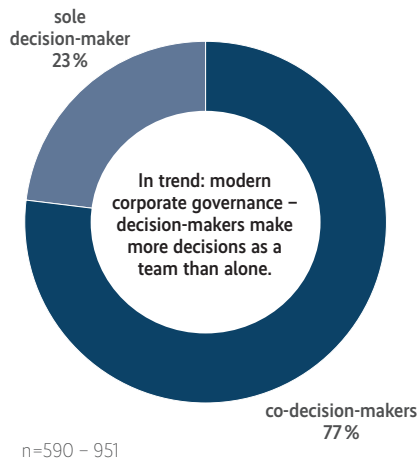


## DECISION MAKER

**63%**

**of iX readers are involved in investment decisions within the company.**

Of which are:

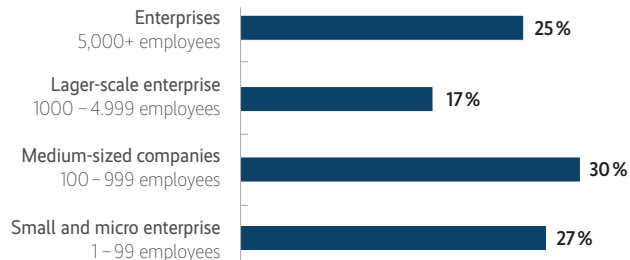


## BUDGETS – Planned investment sizes

Nearly every 4th iX reader decides on a very high budget of at least € 100,000. Almost every 10th reader plans to invest at least half a million Euro.

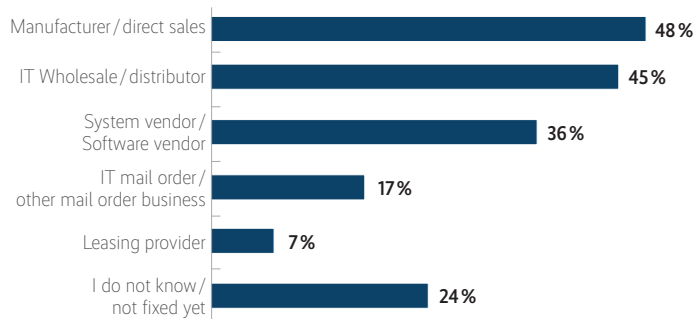
n=503

## COMPANY SIZE



n=955; "What is the workforce size of your company?"

## SOURCES/STORE – Manufacturer or trade?



n=503; "And where will these computer and telecommunications products are presumably be purchased?"

You can find more information in our media portal at [ix.de/mediakit](https://ix.de/mediakit).

Source: iX readership survey 2022

# iX SPECIAL

iX Special "Security Toolbox"

On sale 07.11.2025

IT security has many aspects:

Searching for vulnerabilities and recognising attacks, securing systems and actively fending off threats. For all these tasks, there are tools that are either widely used or, unjustly, little known. It is hardly possible to know them all, since their number runs into the hundreds and new ones are constantly being developed. In the iX Security Special 2025, experienced security experts provide an insight into their toolboxes, present largely unknown gems and show how to get the best out of established tools.

**Target group:** Security employees, IT admins, team and project managers, security consultants, CSOs, CTOs and anyone involved in IT security.



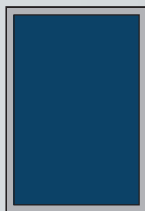
2/1 page



a) Type area: 390 × 260  
b) Bleed: 420 × 297\*

€ 12,440

1/1 page



185 × 260  
210 × 297\*

€ 6,440

1/2 page



185 × 128      90 × 260  
210 × 149\*    103 × 297\*

€ 3,660

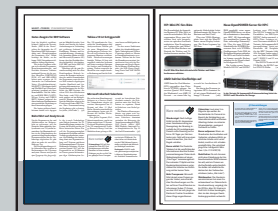
1/3 page



185 × 84  
210 × 107\*

€ 2,740

1/4 page



185 × 62      90 × 128  
210 × 80\*

€ 2,180

Format: 210 mm width x 297 mm height \* Create bleed formats plus 3 mm bleed all around.

# iX EXTRA

The iX extra special is published seven times a year as a series of topics on **automation, storage, hosting, cloud computing and security**.

The respective issues are supervised by specialised journalists and our editorial team, provide up-to-date information on the latest developments in information technology and give readers an overview of providers, products and offers on the market. As an advertiser, you have the opportunity to **place your advertisement directly in a topic-related environment**.

Furthermore, we offer you an additional and **free title logo sponsorship** from a minimum booking of a 1/1 pageadvert. It is worth making a reservation or booking in good time with your contact, as a maximum of three logo spaces can be placed on each iX-extra title.

## NO EXTRA COSTS - YOUR ADDITIONAL BENEFIT!

In addition to the print edition, each issue of iX-extra is published as a free PDF download.

At [www.ix.de](http://www.ix.de)

Placed on [www-iX.de](http://www-iX.de) it provides you with additional contacts among iX users – without any extra costs!



## CLOUD

03/2025 Infrastructure services from the cloud

11/2025 Observability from the cloud

## AUTOMATION

04/2025 Industrial Ethernet

## STORAGE

06/2025 NIS-compliant backup

12/2025 Trends & Novelties

## HOSTING

08/2025 AI hosting

## SECURITY

10/2025 Trends & innovations at it-sa 2025

# CodingCareers

## The new special for iX and c't readers

Your access to software developers, architects, DevOps, web developers, ...

Use the exclusive reach of our leading IT magazines iX and c't to place your recruiting message. Our semi-annual special will be published as an integrated topic section in both magazines– the first issue in June, the second in November 2025. Reach experienced software developers, architects, DevOps experts, web developers, software team leads, project managers and others with your personal image advert, an advertorial or a job advertisement.

Benefit from the synergy of two strong brands in the DACH region. With one booking, you will appear in both the print editions and the digital versions (app editions).

The new special builds on the success of the WeAreDevelopers magazine\* and guarantees you maximum visibility in the German-speaking developer community.

## Be part of it and approach your favourite candidates!

\*previously published under this title (2021 to 2024)

### 2/1 page



- a) Type area: 390 × 260
- b) Bleed: 420 × 297\*

€ 9,900

### 1/1 page



- 185 × 260
- 210 × 297\*

€ 5,500

### 1/2 page



- 185 × 128
- 210 × 149\*
- 90 × 260
- 103 × 297\*

€ 3,400



### CodingCareers I / 2025

On sale:

iX Magazine 07/2025  
**27 June 2025**

c't magazine 15/2025  
**11 July 2025**

Space close: **30 May 2025**  
Materials: **05 June 2025**

### CodingCareers II / 2025

On sale:

iX Special 2025  
**07 November, 2025**

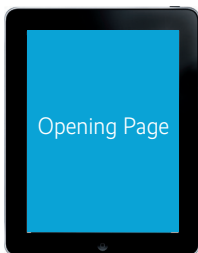
c't magazine 24/2025  
**14 November, 2025**

Space close: **07 October 2025**  
Materials: **16 October 2025**

Format: 210 mm width x 297 mm height \* Create bleed formats plus 3 mm bleed all around.

# iX ON THE TABLET (HTML5-App for iOS and Android)

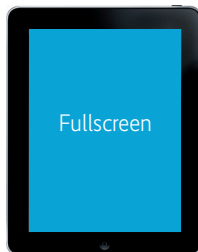
## Format – Placement – Rate



### Opening Page

First placement directly following the cover page

**Rate: € 1,500**



### Fullscreen

Embedded in the editorial content  
Scroll-down feature for additional content

**Rate: € 1,000**

All rates are eligible for discount and the agency commission. Interactive elements and multimedia elements can be included at no extra charge according to the technical specifications.

## More than 17,500 subscribers have access to the iX-App.

### TEMPLATE-SERVICE

If you do not have the means to create advertising material optimised for tablets yourself, we would be pleased to help: Using our template service we will produce your digital ad according to your wishes – at attractive terms and optimally adapted to the end device.



### Example template:

Animated successive presentation of compact information; linking included

Please note our current general terms of business and ask about the technical specifications.

# PUBLISHER'S CONDITIONS

<b>Publisher</b>	Christian Heise, Ansgar Heise
<b>Managing Director</b>	Ansgar Heise, Beate Gerold
<b>Publishing Company</b>	Heise Medien GmbH & Co. KG Karl-Wiechert-Allee 10 30625 Hanover, Germany
<b>Editor-in-Chief</b>	Dr. Oliver Diedrich
<b>Year</b>	36th year of publication 2025
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## Print Documents

Please send us your PDF files. For more information see section „Print documents“ or visit [www.ddm.de](http://www.ddm.de) in the Internet.

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Dierichs Druck + Media GmbH & Co. KG  
iX Magazin für prof. Informationstechnik  
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discount by frequency	discount by pages
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## IT Summit by heise 2025 | October or November 2025, Munich

The **IT Summit by heise** gathers top-level IT managers, administrators and industry experts to tackle current challenges and develop forward-looking strategies. Become a sponsor of the second summit and be part of a new platform for IT decision-makers and designers.

The **IT Summit by heise** networks this target group in order to overcome current challenges and develop forward-looking strategies.

Position your company as a solution provider and thought leader in an environment characterised by innovation, practical relevance and networking. The conference addresses key areas such as digitalisation, generative AI, IT security and regulations – topics that affect companies across all industries and where your offering can make a decisive difference.

### Your advantages at a glance:

- **Direct access to the target group:** Meet IT managers, administrators and decision-makers at eye level.
- **Exclusive visibility:** Present your brand in a lecture, in the exhibition, in power speeches and in the accompanying advertising measures
- **Networking opportunities:** Use the event to make valuable contacts and build long-term partnerships.
- **Brand strength through heise:** Benefit from the renowned platform and the trust bonus that the heise brand offers.

The **IT Summit by heise** stands for a unique combination of expertise, inspiration and networking – making it the ideal place to present your products and solutions directly with IT decision-makers and IT admins.

Don't miss out on this limited-edition sponsorship opportunity and help shape the future of IT!

**Current information at:** <https://it-summit.heise.de/>





## **S2N - the heise conference for Storage, Server, Network**

The S2N Conference 2025 is the central meeting place for IT professionals looking for comprehensive solutions in the area of **storage, servers and networks**. The conference brings together experts from IT administration, system architecture and data centre management and offers in-depth insights into current trends, technologies and best practices. Participants can look forward to in-depth specialist presentations, practical workshops and a cross-industry network that specifically addresses data centre managers and employees, CTOs, IT architects and storage specialists. As a sponsor, secure your place in the exhibition to present your solutions from this subject area to this specialist audience and thus gain new customers.

### **Your advantages at a glance:**

- **Direct access to the target group:** Meet data centre and IT managers, IT and sys admins, project and team leaders and storage and network managers.
- **Exclusive visibility:** Present your brand in a lecture, in the exhibition and in the accompanying advertising measures.
- **Networking opportunities:** Use the event to make valuable contacts and generate new leads for your business to collect.
- **Brand strength through heise:** Benefit from the renowned platform and the trust bonus that the heise brand offers.

**Current information is available at: <https://s2n-heise.de/>**

# DEVELOPER CONFERENCES 2025

Since 2012, heise Developer, iX and dpunkt.verlag, have been organizing developer conferences together with strong partners – on topics that move software developers, architects, project managers and technology decision makers. Our developer conferences have become a central source of further education for the employees of many companies, impressively demonstrated by the constant number of participants with over 5,000 participants.

A variety of presence and online conferences are planned for 2025. We will be happy to inform you about upcoming topics, programmes and dates on request.

Conference	Topic
	<b>Kanban Days: Optimising the value stream across teams</b>   26 and 27 February 2025 – Mannheim Kanban is a method for managing workflows that helps to identify bottlenecks and improve the workflow. The conference is aimed at everyone who is responsible for achieving better product and company results.
	<b>Product Owner Days: How agile product management works better</b>   02 and 03 April 2025 – Cologne The conference is aimed at product owners and product managers who know the agile basics (e.g. from CSPO/PSPO I) and already have experience in the role.
	<b>enterJS: The Conference for Enterprise JavaScript</b>   07 and 08 May 2025 – Mannheim The enterJS addresses the enterprise-wide challenges of a JavaScript-supported enterprise world and addresses participants who are concerned with contemporary JavaScript development, from frontend to backend deployment.
	<b>Minds Mastering Machines: The Conference for Machine Learning and Artificial Intelligence</b>   20 and 21 May 2025 – Karlsruhe M3s program is aimed at those who are familiar with the basic concepts of AI and ML and now want to take the second step towards machine learning..
	<b>DIGITAL DESIGN &amp; UX NEXT:</b> <b>The conference for product development, technology potential and design</b>   25 and 26 June 2025 – Dortmund Characterised by the design-focused world of apps and smartphones, users today no longer just expect good user interfaces or user experience in certain areas, they expect holistically well-designed solutions. The conference in Dortmund aims to explain this.

Conference	Topic
	<p><b>BEYOND IoT: The Conference for IIoT and Digitalisation</b>   23 and 24 September 2025 – Cologne</p> <p>The former building IoT conference is changing its name and focus. Beyond IoT is the meeting place for everyone who develops applications in the Industrial Internet of Things. The conference shows how the IIoT connects industrial systems with intelligent data processing.</p>
	<p><b>heise devSec: The conference for secure software and web development</b>   30 September and 01 October 2025 – Regensburg</p> <p>The heise devSec conference is the security conference for all those who want to shape the field of secure software development and IT security. This is where developers, security experts, IT architects and technical decision-makers come together to discuss strategies for secure, future-proof software development.</p>
	<p><b>data2day: The Conference for Big Data, Data Science and Machine Learning</b>   04 and 05 November 2025 – Karlsruhe</p> <p>data2day focuses on the technical implementation of projects in the fields of big data, data science, machine learning, artificial intelligence, the Internet of Things and enterprise search.</p>
	<p><b>c't &lt;webdev&gt;: THE Conference for Frontend Development</b>   19 and 20 November 2025 – Cologne</p> <p>c't &lt;webdev&gt; is a conference for web/mobile development, JavaScript/frameworks, UX/accessibility, testing/QA, workflow/continuous delivery and much more. <small>(in english)</small></p>
	<p><b>Continuous Lifecycle: Conference for Continuous Delivery and Dev(Sec)Ops</b>   19 and 20 November 2025 – Mannheim</p> <p>The Continuous Lifecycle is dedicated to the concepts, processes and tools behind Continuous Delivery, Dev(Sec)Ops and Co. and offers experiences that are of practical help.</p>
	<p><b>ContainerConf: Conference for containers, Kubernetes and cloud-native</b>   19 and 20 November 2025 – Mannheim</p> <p>The ContainerConf highlights the technical internals and the most important tools and methods, but also the social and cultural aspects of containerization.</p>
	<p><b>Software Architecture Gathering: The Global Conference for Software Architecture</b>   25 and 26 November 2025 – Berlin</p> <p>The international conference highlight for all Software Architects those working on solution structures in IT projects. <small>(in English)</small></p>
	<p><b>betterCode Online: We make developers better</b>   January to December 2025</p> <p>betterCode is the online conference brand of heise medien on current developments in the industry, such as new software and software development releases, software architecture topics, software languages and other topics.</p>

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