

# The new e-book 2025

Powered by iX Magazin and SIGS DATACOM

## Modern software architecture and development

Take advantage of the new opportunity to position your case story, specialist information and innovations in the form of an advertorial in the Software Guide and, in addition to the visibility of your story, generate targeted leads from the aforementioned target group.

The e-book is distributed as a free PDF magazine in return for a lead fee (GDPR-compliant). Advertising and lead generation are carried out via newsletter placement, social media announcements, mailings and other marketing options by heise medien and SIGS DATACOM.

Combine two high-reach channels and gain new potential customers for your solutions and services.

### DIGITAL APPLICATION VIA THE HEISE CHANNELS AND SIGS DATACOM DATABASE:

iX Online: 22,982,544 page impressions\*

heise developer: 1,136,439 page impressions\*

SIGS DATACOM Datenbank: 20,000 contacts via direct mailing

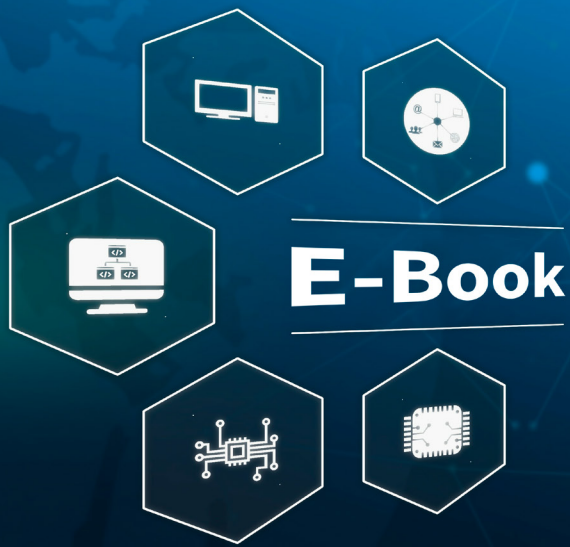
\*Source: IVW, January 2025

**VOLUME:** approx. 12 – 24 pages

**FORMAT:** 200 × 280 mm

**TARGET GROUP:** Software architects and -developer, DevOps, Web developer, Data Scientists, product owners, team and project managers responsible for software development, etc.





# The new e-book 2025

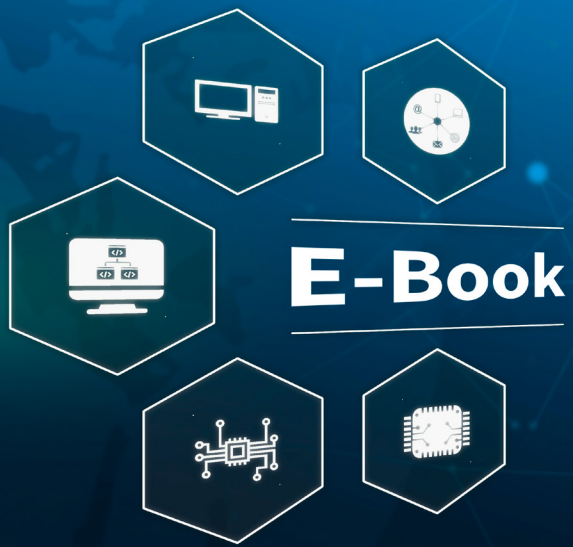
Powered by iX Magazin and SIGS DATACOM

## Planned editorial topics:

- **Distributed applications with cloud-native technologies**  
Software development gains new freedoms through microservices and containers: autonomous teams, polyglot languages and frameworks as well as more resilience.
- **GraphRAG: Combination of graphs and text for LLMs**  
Retrieval Augmented Augmentation helps to optimize the output of LLMs. GraphRAG also brings a visual component into play.
- **WebAssembly, WASI and Rust: dream team for microservices**  
The WebAssembly System Interface standardizes the interaction of Wasm modules in different programming languages, and Rust is perfectly positioned.



*Subject to change, by the editors*

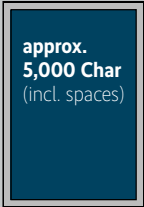

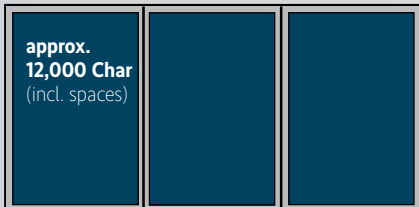


# E-Book

# The new e-book 2025

Powered by iX Magazin and SIGS DATACOM

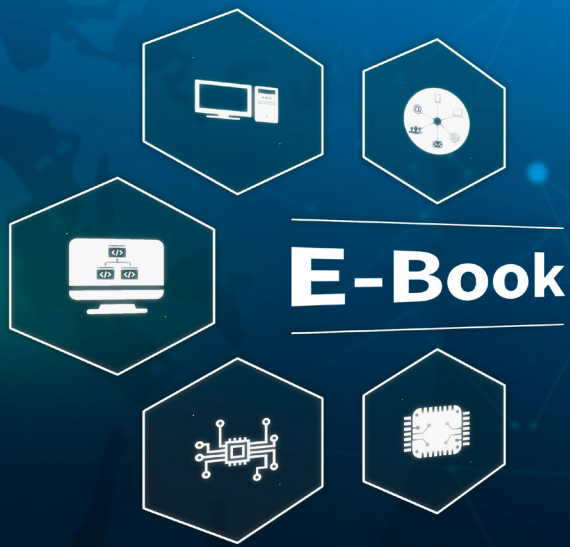
**Your advertorial bundle incl. leads:**

1/1 page	2/1 page	3/1 page	
 <p>approx. <b>5,000 Char</b> (incl. spaces)</p> <ul style="list-style-type: none"> <li>incl. 1 illustration (images, illustration, graphics, logo)</li> </ul> <p><b>incl. 50 Leads</b></p> <p>€ 4,500</p>	 <p>approx. <b>8,000 Char</b> (incl. spaces)</p> <ul style="list-style-type: none"> <li>incl. 1-2 illustrations (images, illustration, graphics, logo)</li> </ul> <p><b>incl. 100 Leads</b></p> <p>€ 7,500</p>	 <p>approx. <b>12,000 Char</b> (incl. spaces)</p> <ul style="list-style-type: none"> <li>incl. 2-3 illustrations (images, illustration, graphics, logo)</li> </ul> <p><b>incl. 150 Leads</b></p> <p>€ 9,900</p>	<p>The design of the advertorials and any corrections are included in the rate. You provide us with your article in the respective character range and the corresponding image material (stating the source).</p> <p>A lead consists of: First and last name, company, address, job title, e-mail, company size and industry.</p>

Space close: 29 May 2025

Materials: 05 June 2025

On sale: 18 June 2025



# E-Book

# The new e-book 2025

Powered by iX Magazin and SIGS DATACOM

## CONTACT iX

### Michael Hanke

Group Sales Director

Phone: +49 (0)511 53 52 167

E-mail: michael.hanke@heise.de

### Tarik El-Badaoui

Sales Director iX & heise Developer

Phone: +49 (0)511 53 52 395

E-mail: tarik.el-badaoui@heise.de

ZIP 0-3

### Tim Alexander Wolff

Account Manager

Phone: +49 (0)511 53 52 891

E-mail: tim.wolff@heise.de

ZIP 4, 7, CH

### Mick Alexander Eisfelder

Account Manager

Phone: +49 (0)511 53 52 5242

E-mail: mick.eisfelder@heise.de

ZIP 5, 9, A

### Stefanie Busche

Senior Account Manager

Phone: +49 (0)511 5352 835

E-mail: stefanie.busche@heise.de

ZIP 6, EMEA

### Adrian Zienkowicz

Account Manager

Phone: +49 (0)511 5352 894

E-mail: adrian.zienkowicz@heise.de

ZIP 8

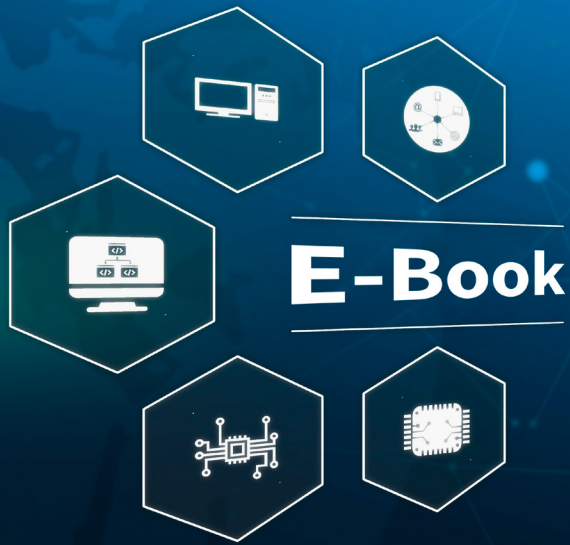
### Julia Gäbel

Senior Account Manager

Phone: +49 (0)511 53 52 571

E-mail: julia.gaebel@heise.de





# The new e-book 2025

Powered by iX Magazin and SIGS DATACOM

## CONTACT SIGS DATACOM

### **André Kollath**

**Head of Sales SIGS DATACOM**

Phone: +49 (0) 2241 2341-510

Mobil: +49 (0) 170 8643177

E-mail: [andre.kollath@sigs-datacom.de](mailto:andre.kollath@sigs-datacom.de)

### **Simone Morgenstern**

**Sales Managerin**

Phone: +49 (0) 2241 23 41-502

Mobil: +49 (0) 172 9575595

E-mail: [simone.morgenstern@sigs-datacom.de](mailto:simone.morgenstern@sigs-datacom.de)