

# RATE CARD

2026



MAGAZINE FOR PROFESSIONAL IT



WISSEN, WAS ZÄHLT  
Geprüfte Auflage  
Klare Basis für den Werbemarkt

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 relevant 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 on 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 complex IT world.**



# PUBLICATION SCHEDULE 2026

Issue	On sale	Space closed	Material due	Loose insert due
02/2026	23 Jan, 2026	08 Jan, 2026	12 Jan, 2026	13 Jan, 2026
03/2026	20 Feb, 2026	03 Feb, 2026	05 Feb, 2026	09 Feb, 2026
04/2026	20 Mar, 2026	03 Mar, 2026	05 Mar, 2026	09 Mar, 2026
05/2026	24 Apr, 2026	07 Apr, 2026	09 Apr, 2026	13 Apr, 2026
06/2026	22 May, 2026	05 May, 2026	07 May, 2026	11 May, 2026
07/2026	26 June, 2026	09 June, 2026	11 June, 2026	15 June, 2026
08/2026	24 July, 2026	07 July, 2026	09 July, 2026	13 July, 2026
09/2026	21 Aug, 2026	04 Aug, 2026	06 Aug, 2026	10 Aug, 2026
10/2026	18 Sept, 2026	01 Sept, 2026	03 Sept, 2026	07 Sept, 2026
11/2026	23 Oct, 2026	06 Oct, 2026	08 Oct, 2026	12 Oct, 2026
iX Special 2026	06 Nov, 2026	15 Oct, 2026	20 Oct, 2026	23 Oct, 2026
12/2026	20 Nov, 2026	03 Nov, 2026	05 Nov, 2026	09 Nov, 2026
01/2027	18 Dec, 2026	01 Dec, 2026	03 Dec, 2026	07 Dec, 2026

# TOPICS 2026

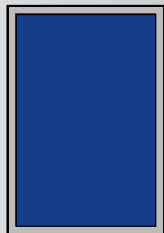
Issue	On sale	Focus / market overview	Special supplement / insert	Fair
02/2026	23 Jan, 2026	Vector databases		
03/2026	20 Feb, 2026	Energy consumption measurement in IT	<b>iX extra Cloud</b> Cloud SIEM – Security from the cloud	<b>embedded world</b> Nuremberg, 10 – 12 March, 2026 <b>secIT by heise</b> Hanover, 18 – 19 March, 2026 <b>TRANSFORM</b> Berlin, 18 – 19 March, 2026 <b>Cloudfest</b> Rust, 23 – 26 March, 2026 <b>Fiberdays (Breko Glasfasermesse)</b> Frankfurt, 25 – 26 March, 2026
04/2026	20 March, 2026	Unified endpoint management	<b>iX extra Industrie</b> Predictive maintenance	<b>Digital X Hannover</b> Hanover, 14 April, 2026 <b>Hannover Messe</b> Hanover, 20 – 24 April, 2026
05/2026	24 April, 2026	AI programming assistants		<b>Cloud Expo</b> Frankfurt, 06 – 07 May, 2026
06/2026	22 May, 2026	Hosting large language models	<b>iX extra Storage</b> Backup for virtual environments	<b>GITEX Europe</b> Berlin, 30 June – 01 July, 2026
07/2026	26 June, 2026	Data fabrics for SIEMs		

Issue	On sale	Focus / market overview	Special supplement / insert	Fair
08/2026	24 July, 2026	NAS for SMEs	<b>iX extra Hosting</b> Colocation and server housing	
09/2026	21 Aug, 2026	Private cloud as a service		<b>IFA</b> Berlin, 05 – 09 Sept, 2026
10/2026	18 Sept, 2026	Decentralised identity management	<b>iX extra Security</b> it-sa Security trends 2026	<b>Smart Country Convention</b> Berlin, 13 – 15 Oct, 2026  <b>it-sa</b> Nuremberg, 27 – 29 Oct, 2026
11/2026	23 Oct, 2026	IT service management	<b>iX extra Cloud</b> Super Cloud management	<b>SPS</b> Nuremberg, 24 – 26 Nov, 2026
iX Special 2026	06 Nov, 2026	Software testing		
12/2026	20 Nov, 2026	Business automation and orchestration	<b>iX extra Storage</b> Storage trends and innovations	
01/2027	18 Dec, 2026	Robotic process automation		

(subjects may change due to editorial issues)

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

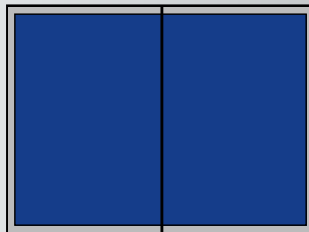
## Cover incl. wallpaper



Bleed:  $210 \times 297^*$   
incl. wallpaper, see page 8

€ 7,900

## 2/1 page



a) Type area:  $390 \times 260$   
b) Bleed:  $420 \times 297^*$

€ 12,440

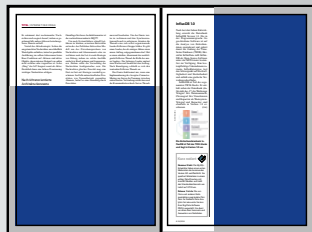
## 1/1 page



a)  $185 \times 260$   
b)  $210 \times 297^*$

€ 6,440

## 2/3 page



a)  $185 \times 171$   $122 \times 260$   
b)  $210 \times 195^*$   $130 \times 297^*$

€ 4,400

## Juniorpage



a)  $137 \times 196$   
b)  $146 \times 218^*$

€ 3,940

## 1/2 page



a)  $185 \times 128$   $90 \times 260$   
b)  $210 \times 149^*$   $103 \times 297^*$

€ 3,660

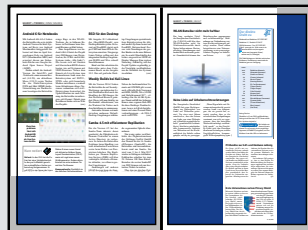
## 1/3 page



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

€ 2,740

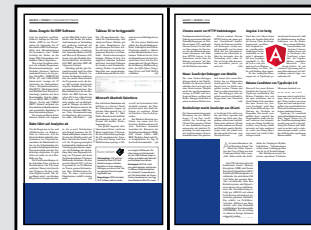
## 1/4 page



- 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 ware of the clip effect of the adhesive bond in the case of displays with gutter bleed.

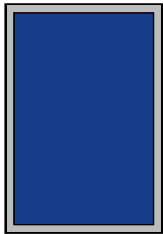
Combined formats with gutter bleed and other formats on request. All rates in Euro plus VAT.

# 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 px)
- Skyscraper (max. 150 KB – max. 200 × 600 px)
- Target URL or ClickCommand
- Background colour (if required) (The colouring must be clearly different from the standard background.)
- Tracking pixel – if required
- 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

1,692,692 Page Impressions  
(Source: IVW September 2025)

### Target group

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



### User traffic

1,125,248 Page Impressions  
(Source: IVW September 2025)

### Target group

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



# ONLINE CHANNEL SPONSORING



**Leaderboard**

MAGAZIN FÜR PROFESSIONELLE IT

News | Rubriken | Blogs | Podcasts | Videos | Konferenzen

Magazin abonnieren

Magazin-Artikel | Workshops | Konferenzen

**Top-News**

**AI**

KI ersetzt Arbeitsplätze in der IT-Branche - und schafft neue

OrchardOS 7.0: Verwaltungsschicht unterstützt RHEL 9 & Co.

Das Verwaltungskonzept OrchardOS unterstützt jetzt Enterprise Linux 9 und ARM64. Es erlaubt zudem das kontinuierliche Ausrollen neuer Software-Versionen.

Neue Magazin-Artikel

**Medium Rectangle (MPU)**

**Mobile Rectangle**

**Skyscraper**

**User traffic – September 2025: 1,692,558 Page Impressions\***

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

**Rate: € 3,370**

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

Run time four weeks, according to availability

**heise developer**

**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)**

**Mobile Rectangle**

**Skyscraper**

**User traffic – September 2025: 1,125,248 Page Impressions\***

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

**Rate: € 2,850**

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

Run time four weeks, according to availability

# ADVERTORIAL – RATES AND SIZES

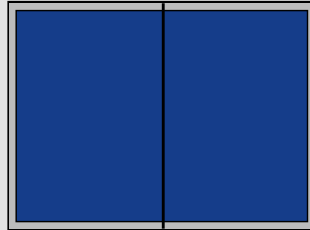
Your content, prepared by us, in your desired iX issue.

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

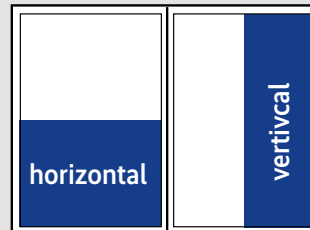


incl. placement in the iX app  
approx. 5,000 characters incl.  
spaces and 1–2 illustrations

**Rate: € 6,440**



1/2 page



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

**Rate: € 3,660**



# iX SPECIAL TOPIC

**iX theme section for your customized special topic  
(e.g. in collaboration with your partners).**

**Feature your product, your service, your event, your anniversary.**

We take care of the design of the thematic section (including the title), support you with the content preparation and, if desired, send you copies for use at events and for other direct marketing purposes.

The customized theme section will be published in the print edition and in the digital iX magazine. Your advertising message reaches all iX subscribers and readers interested in your featured topic.

For digital distribution, we provide you with a prepared PDF version for download.

As additional benefit: post them on your website and/or use them for your social media campaign.

## Minimum format:

4 pages in length, including title. And max. 8 pages in length, including title is possible.

**Rate on request.**

**Please note that this project requires a lead time of at least 10 weeks prior to the respective iX publication date.**

## YOUR DESIRED THEME SECTION:



# iX EXTRA

The iX extra special edition is published seven times a year as a series of articles focusing on **industry, storage, hosting, cloud computing and security**.

The respective editions are supervised by specialist 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 the specialist article**.

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



## CLOUD

03/2026 Cloud SIEM – Security from the cloud

11/2026 Super Cloud Management

## INDUSTRY

04/2026 Predictive maintenance

## STORAGE

06/2026 Backup for virtual environments

12/2026 Storage trends and innovations

## HOSTING

08/2026 Colocation and server housing

## SECURITY

10/2026 it-sa Security Trends 2026

# iX SPECIAL

iX Developer Special „Software testing“

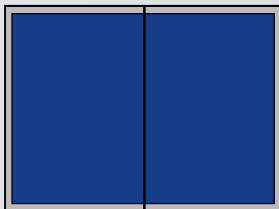
on sale 6 November 2026

Testing is an important part of the software development process. Manual and automated testing prevent vulnerabilities and ensure stable applications. There are various testing approaches: static code analysis, dynamic code analysis, unit testing, fuzzing, integration testing and more. Choosing the right methods is the first step towards clean code. The iX Developer Special Edition 2026 provides an overview of the different methods and shows what they are suitable for. It also takes a look at how AI makes testing more efficient.

**Target group:** Software architects and developers, DevOps, team and project managers, UI/UX designers, product owners and anyone else involved in software development.



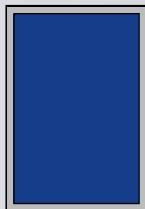
## 2/1 page



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

€ 3,660

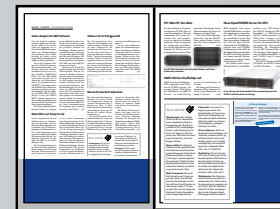
## 1/3 page



185 × 84  
210 × 107\*

€ 2,740

## 1/4 page



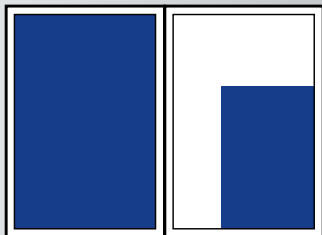
185 × 62  
210 × 80\*  
90 × 128

€ 2,180

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

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

## 1/1 page Junior page

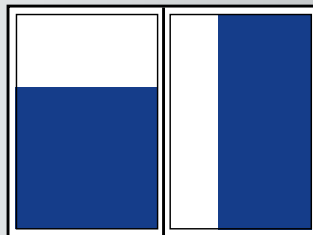


185 × 260

137 × 196

€ 3,980 | € 2,810

## 2/3 page

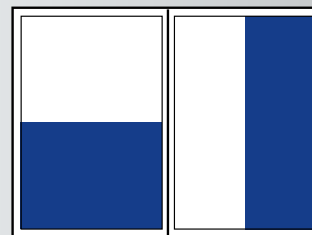


185 × 171

122 × 260

€ 3,110

## 1/2 page

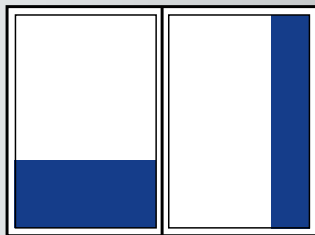


185 × 128

90 × 260

€ 2,290

## 1/3 page

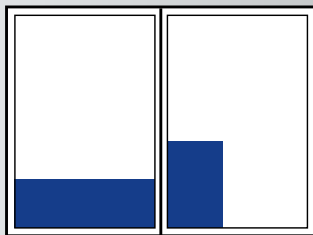


185 × 84

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.

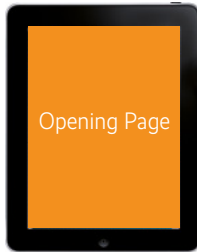


Please note that all job & market advertisements are placed within the type area. All sizes: width × height in millimeter (1 mm = 0.03937 inches).

Other formats on request. All rates in Euro plus VAT.

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

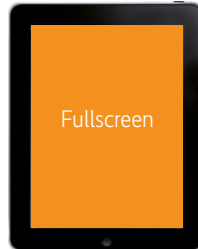
## Format – Placement – Rate



### 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.

# 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

## Cover flap



- Your premium placement on the cover of the iX issue.
- Flap ad space front 3/4 and back space 1/1

**Rate: € 9,000**

subscribed circulation only

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

## Tip-ons



- Postcard, advertising material etc.
- only in conjunction with 1/1 master ad

**Postcards: € 85 per 1,000**

## Belly-band



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

**Rate: € 9,900** subscribed circulation only

## 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**

## 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.

## 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!

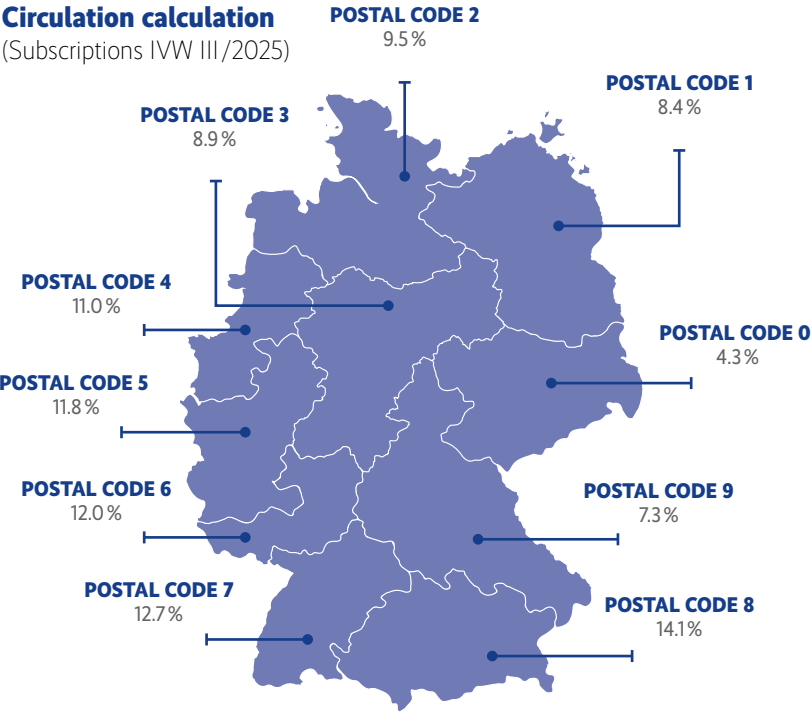
iX remains one of the most important information sources for IT professionals. With an average paid circulation of 34,777 copies per month and a subscription rate of over 94% (print and digital), we offer advertisers a large and qualified readership! The distribution analysis shows that iX is appreciated as a specialist magazine in all federal states of Germany and that it is well-known beyond national borders. 2,945 subscribers are from countries abroad, mainly from Austria and Switzerland.

Audited Circulation Figures	
Paid Subscription	20,427
thereof abroad	2,945
thereof E-Paper	3,091
For Sale	5,306
Other sales	12,394
Total	38,127
Returns and Unsold Copies	3,350
<b>Total Paid Circulation</b>	<b>34,777</b>
Free Copies	398
Total Circulation	35,175

Source: IVW III/2025

## Circulation calculation

(Subscriptions IVW III/2025)



## COUNTRIES ABROAD

<b>AUSTRIA</b>	<b>SWITZERLAND</b>	<b>OTHER COUNTRIES</b>
32.1%	19.0%	48.9%

**264,000 readers** per Issue



**142,000 readers** are **heavy readers**, they read almost all pages and do so intensively.



**94,000 readers (36%)** hold a **leading position**, are a **manager** in the company.



**157,000 readers** often give advice and are considered **experts**.



**60%** have a **high willingness to spend** on technical devices (such as computers and televisions)



**114,000 (43%)** are **decision-makers / co-decision-makers** for **business investments**.



**110,000 readers** are **innovators / trendsetters** – they place high demands on products and often have an **affinity for brands**.

## STATEMENTS

**119,000 readers** are also among the early adopters.

**255,000** are comprehensively or selectively print-affine readers.

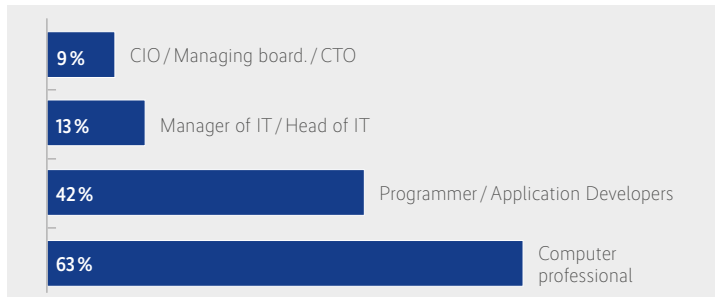
**90,000 readers** read specifically, in search of important information.

**206,000 readers** always want to stay up to date on technical matters

**221,000** readers have a net household income of more than 3,000 euro

Source: AWA 2025

# 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.

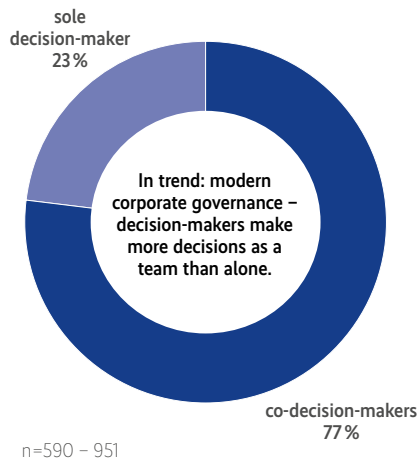


## DECISION MAKER

**63 %**

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

Of which are:

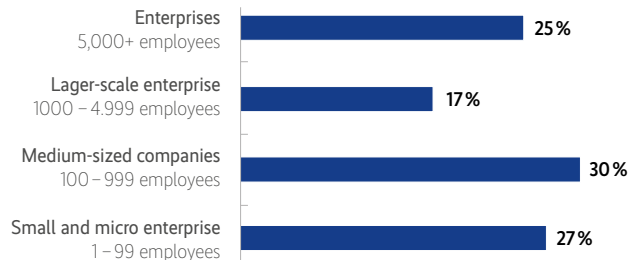


## BUDGETS – Planned investment sizes

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.

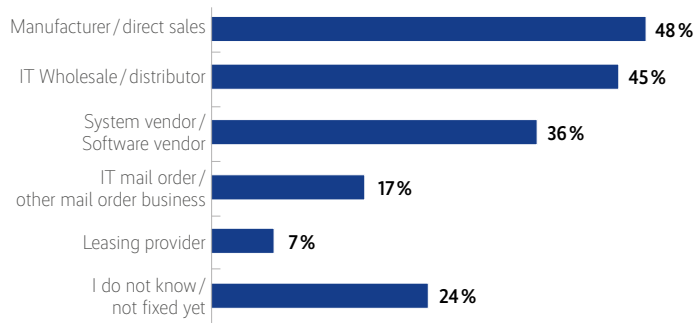
n=503

## 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

# 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>	37th year of publication 2026
<b>Rate Card</b>	effective January 01, 2026
<b>Publication</b>	monthly
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<b>Terms of Payment</b>	Invoiced amounts are payable either by direct debit, in advance with 2 % discount, or within 10 days of date of invoice without any deductions.
<b>Printing Process</b>	Insides: rotary offset, cover: sheet-fed offset, print process according to euro scale binding: perfect

## 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.

## Printing Company

Dierichs Druck + Media GmbH & Co. KG  
iX Magazin für prof. Informationstechnik  
Ms. Schüßler  
Frankfurter Str. 168  
34121 Kassel, Germany

## Discounts

If ads are to be published within 12 months:

discount by frequency	discount by pages
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6 and more ads: 5 %	6 and more pages: 10 %
9 and more ads: 10 %	9 and more pages: 15 %
12 and more ads: 15 %	12 and more pages: 20 %
18 and more ads: 18 %	18 and more pages: 23 %
24 and more ads: 20 %	12 and more pages: 25 %

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## Agency

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**S2N Conference 2026 | 3 – 4 November 2026, Berlin**

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

Since 2019, the S2N Conference has been the central meeting place for IT professionals seeking comprehensive storage, server and network solutions. Bringing together experts in IT administration, system architecture and data centre management, the conference offers in-depth insights into current trends, technologies and best practices. Participants can look forward to technical presentations, practical workshops and networking opportunities specifically targeting data centre managers, employees, CTOs, IT architects and storage specialists. As a sponsor, you can secure a place in the exhibition and, if desired, a presentation slot to showcase your solutions to this specialist audience and win new customers. The S2N Conference takes place at a different location each year, thereby reaching new participants from a variety of regions across Germany.

### **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, at the exhibition and in the accompanying advertising materials.
- **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/>**

\*S2N Conference – formerly known as the storage2day Conference (2019–2023).



The **IT Summit by heise** gathers top-level IT decision-makers and industry experts to tackle current challenges and develop forward-looking strategies. Become a sponsor of the third edition and be part of this 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.

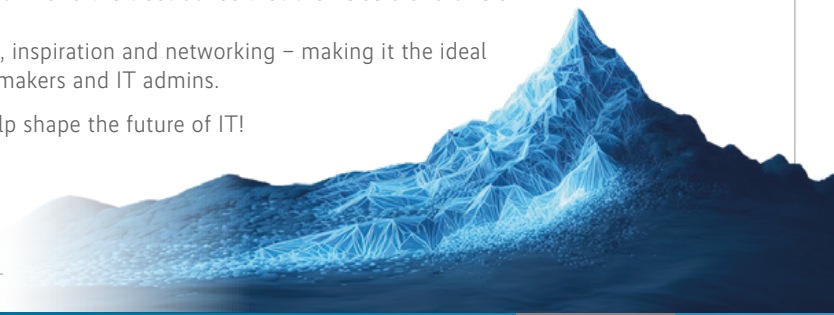
### Your advantages at a glance:

- **Direct access to the target group:** Meet IT managers, administrators and decision-makers at eye level.
- **Exclusive visibility:** Present your brand in a lecture, at the exhibition, in power speeches and in the accompanying advertising materials.
- **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.

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





# DEVELOPER CONFERENCES 2026

Together with strong partners, heise conferences organises specialist developer conferences on topics that are of key interest to software developers, architects, DevOps, project managers, product owners and technology decision-makers. Our developer conferences have become a key source of training for employees at many companies, as impressively demonstrated by the number of participants, which now exceeds 8,000 annually.

A large number of in-person and online conferences are planned for 2026. We will be happy to provide you with information about upcoming topics, programmes and dates upon request.

Conference	Topic
	<b>betterCode online</b> <b>We make developers better   January to December 2026</b> betterCode is the online conference brand of heise conferences on current developments in the industry, such as new software and software development releases, software architecture topics, software languages and other topics.
	<b>OOP by heise</b> <b>Conference for software architecture   10 to 13 February 2026 – Munich</b> IT professionals with extensive experience and a tireless enthusiasm for new ideas have been meeting for 35 years at OOP – the conference for software architecture. An annual gathering to design solutions for the software technology challenges of the future. Over four conference days, participants receive a highly topical overview of developments at the interface between software and business.
	<b>Minds Mastering Machines</b> <b>Machine learning and AI in practice   22 and 23 April 2026 – Karlsruhe</b> AI in business largely involves training neural networks and using classic ML methods. Minds Mastering Machines imparts AI knowledge and, since 2018, has been the meeting place for data scientists, data engineers and developers who implement ML projects in practice.
	<b>Product Owner Days</b> <b>Product development that creates value   05 and 06 May 2026 – Cologne</b> <b>The conference will address:</b> Product Ownership   AI in Product Management   User Research   Product Discovery and Product Economics   Product Vision, Product Strategy and Product Roadmaps

Konferenz	Thema
<b>betterCode()</b> <b>GenAI Summit</b>	<b>GenAI Summit</b> <b>The conference on AI-supported software development   10 and 11 June 2026 – Mannheim</b> The developer conference on GenAI. How generative AI can be implemented meaningfully and efficiently in software applications and everyday work.
	<b>enterJS</b> <b>The Conference for Enterprise JavaScript   16 and 17 June 2026 – Mannheim</b> Trends and technologies in the world of JavaScript. enterJS focuses on the company-wide challenges of a JavaScript-based enterprise world and is aimed at participants who are involved in modern JavaScript development, from front-end to back-end applications.
<b>// heise</b> <b>devSec()</b>	<b>heise devSec</b> <b>The conference for secure software and web development   22 and 23 September 2026 – Marburg</b> 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.
	<b>data2day</b> <b>The Conference for Big Data, Data Science and Machine Learning   07 and 08 October 2026 – Cologne</b> 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.
<b>CLC26</b>	<b>CLC Conference</b> <b>The conference on developer experience, platform engineering, Dev(Sec)Ops, container architecture, Kubernetes environments ...   11 and 12 November – Mannheim</b> Since 2013, CLC has been the platform for exchange between decision-makers, DevOps, software architects and developers. With regular updates, experienced experts bring their know-how to the stage in the form of best practices and contributions on software delivery, platform engineering, container technology, software infrastructure, automation and much more.

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