RATE CARD

2026

iX
MAGAZIN FÜR PROFESSIONELLE IT

6
JUNI
2025

B1 SYSTEMS

Lust auf Linux?
Wir suchen Admins & Consultants
Schick uns deine formlose Bewerbung
b1-systems.de/jobs · jobs@b1-systems.de

iX extra
NIS2-konformes
Backup

10,90 €

Der Weg zur souveränen IT

▸ Strategie und Planung
▸ Europäische Clouds im Vergleich
▸ Migration von PaaS und IaaS

Virtuelles Testlabor
Containerlab emuliert Netzwerke

Datenschutz bei KI-Anbietern
DeepSeek und ChatGPT rechtskonform nutzen

E-Commerce: Barrierefrei wird Pflicht
Was jetzt noch schnell umsetzbar ist

Marktübersicht IT-Asset-Management
Abschied von der Excel-Liste

PLUS: Wisej.NET 4.0
Dynamics 365 mit TypeScript erweitern
GitOps: Crossplane und Argo CD einrichten
Zeitreihen mit Python auf Ausreißer testen

MCP als Standard für KI-Agenten
Stärken und Schwächen des Model Context Protocol

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iX 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**
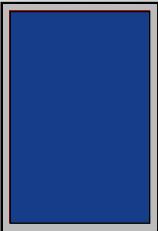
Issue	On sale	Focus / market overview	Special supplement / insert	Fair
02/2026	23 Jan, 2026	Vector databases		
03/2026	20 Feb, 2026	Energy consumption measurement in IT	**iX extra Cloud** Cloud SIEM – Security from the cloud	**embedded world** Nuremberg, 10 – 12 March, 2026 **secIT by heise** Hanover, 18 – 19 March, 2026 **TRANSFORM** Berlin, 18 – 19 March, 2026 **Cloudfest** Rust, 23 – 26 March, 2026 **Fiberdays (Breko Glasfasermesse)** Frankfurt, 25 – 26 March, 2026
04/2026	20 March, 2026	Unified endpoint management	**iX extra Industrie** Predictive maintenance	**Digital X Hannover** Hanover, 14 April, 2026 **Hannover Messe** Hanover, 20 – 24 April, 2026
05/2026	24 April, 2026	AI programming assistants		**Cloud Expo** Frankfurt, 06 – 07 May, 2026
06/2026	22 May, 2026	Hosting large language models	**iX extra Storage** Backup for virtual environments	**GITEX Europe** 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	**iX extra Hosting** Colocation and server housing	
09/2026	21 Aug, 2026	Private cloud as a service		**IFA** Berlin, 05 – 09 Sept, 2026
10/2026	18 Sept, 2026	Decentralised identity management	**iX extra Security** it-sa Security trends 2026	**Smart Country Convention** Berlin, 13 – 15 Oct, 2026 **it-sa** Nuremberg, 27 – 29 Oct, 2026
11/2026	23 Oct, 2026	IT service management	**iX extra Cloud** Super Cloud management	**SPS** Nuremberg, 24 – 26 Nov, 2026
iX Special 2026	06 Nov, 2026	Software testing		
12/2026	20 Nov, 2026	Business automation and orchestration	**iX extra Storage** Storage trends and innovations	
01/2027	18 Dec, 2026	Robotic process automation		

(subjects may change due to editoral issues)

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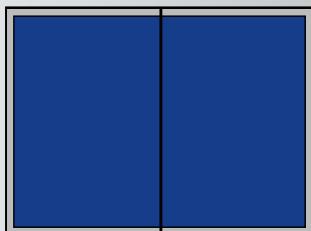
Cover incl. wallpaper

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

€ 7,900
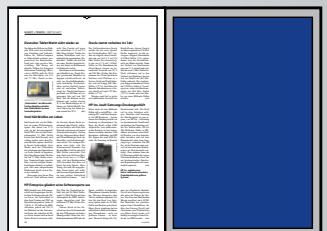
2/1 page

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

€ 12,440

1/1 page

a)   185 × 260
b)   210 × 297*
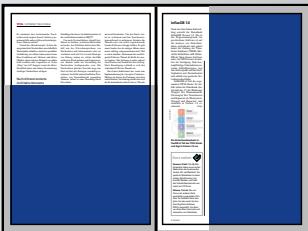
€ 6,440
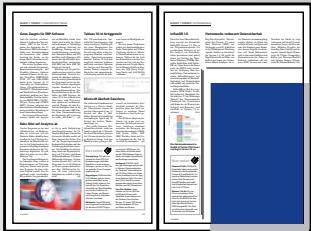
2/3 page

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

€ 4,400

Juniorpage

a)   137 × 196
b)   146 × 218*
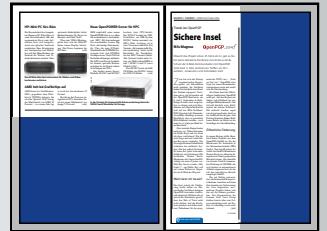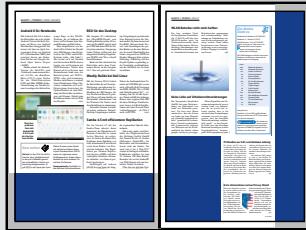
€ 3,940

1/2 page

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

€ 3,660

1/3 page

a) 185 × 84
b) 210 × 107*

58 × 260
73 × 297*

€ 2,740

1/4 page

a) 185 × 62
b) 210 × 80*

90 × 128   43 × 260
53 × 297*

€ 2,180

1/6 page

a) 185 × 41
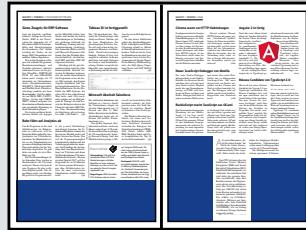
58 × 128   84 × 84

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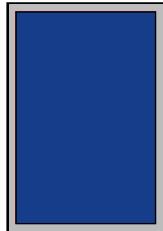
Combined formats with gutter bleed and other formats on request. All rates in Euro plus VAT.

PREFERENTIAL PLACEMENT IN IX MAGAZINE AND ON IX ONLINE
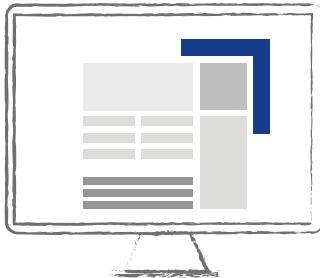
PRINT + ONLINE

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

iX ONLINE

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

heise developer

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

heise developer

iX

Leaderboard

Medium Rectangle (MPU)

Skyscraper

Mobile Rectangle

heise developer

Leaderboard
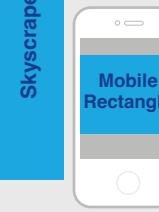
Medium Rectangle (MPU)

Skyscraper

Mobile Rectangle

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

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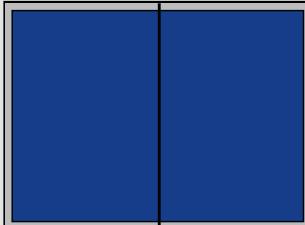
Your content, prepared by us, in your desired iX issue.

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
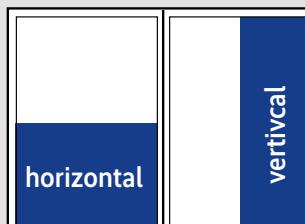
incl. placement in the iX app

approx. 5,000 characters incl. spaces and 1–2 illustrations

Rate: € 6,440

1/2 page

horizontal

vertivcal

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.

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
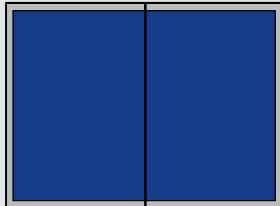
Testing is an important part of the software development process. Manual and automated testing prevent vulnerabilities and ensure stable applications. There are various testing approaches: static code analysis, dynamic code analysis, unit testing, fuzzing, integration testing and more. Choosing the right 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.
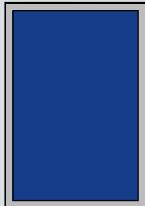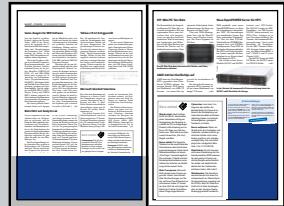
| 2/1 page	1/1 page	1/2 page		1/3 page	1/4 page	
a) Type area: 390 × 260 b) Bleed: 420 × 297*	185 × 260 210 × 297*	185 × 128 210 × 149*	90 × 260 103 × 297*	185 × 84 210 × 107*	185 × 62 210 × 80*	90 × 128
€ 12,440	**€ 6,440**	**€ 3,660**		**€ 2,740**	**€ 2,180**	

Format: 210 mm width x 297 mm height * Create bleed formats plus 3 mm bleed all around.
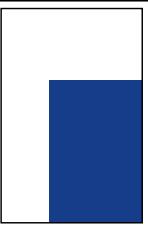
JOB OFFERS by heise Jobs – RATES AND SIZES (b/w and full color)

## 1/1 page | Junior page
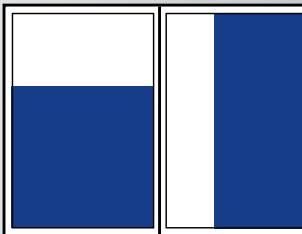
185 × 260 | 137 × 196

€ 3,980 | € 2,810

## 2/3 page
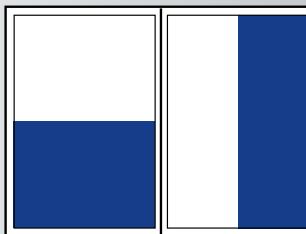
185 × 171 | 122 × 260

€ 3,110

1/2 page
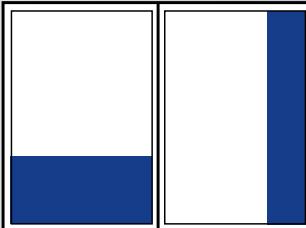
185 × 128 | 90 × 260

€ 2,290

1/3 page
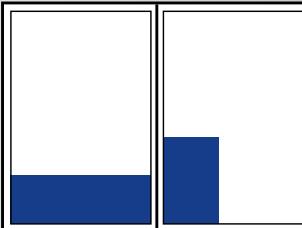
185 × 84 | 58 × 260

€ 1,790

1/4 page

185 × 62 | 90 × 128 | 43 × 260

€ 1,490

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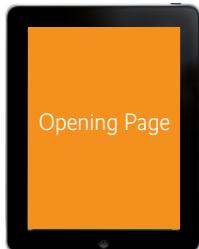
You will reach the digital readers of iX magazine with your motif at no extra charge.

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)

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
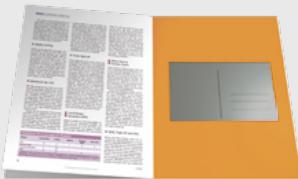
Masterhead ad

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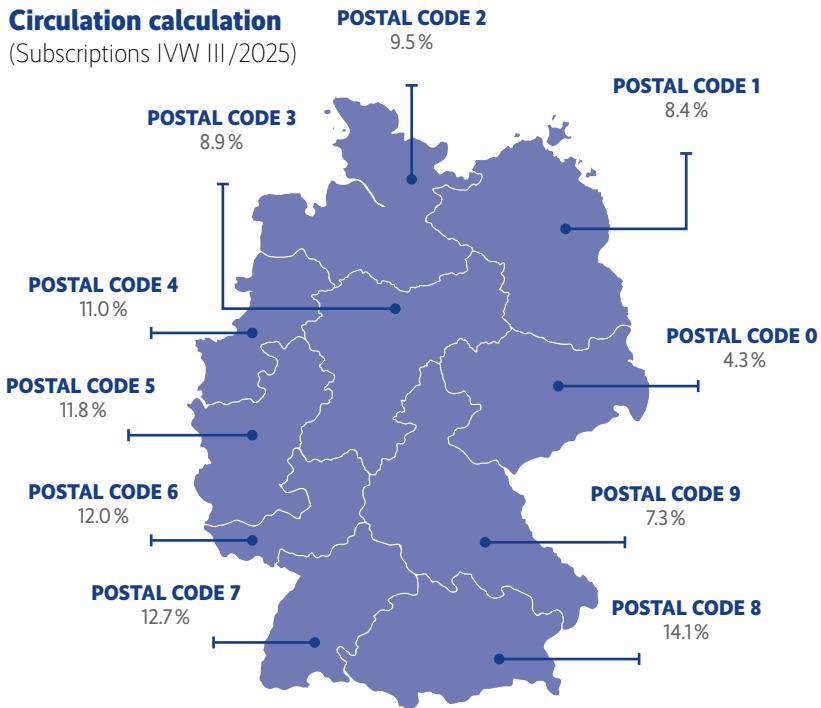
Audited Circulation Figures	
Paid Subscription	20,427
thereof abroad	*2,945*
thereof E-Paper	*3,091*
For Sale	5,306
Other sales	12,394
Total	38,127
Returns and Unsold Copies	3,350
Total Paid Circulation	**34,777**
Free Copies	398
Total Circulation	35,175

Source: IVW III/2025

Circulation calculation
(Subscriptions IVW III/2025)

POSTAL CODE 2
9.5 %

POSTAL CODE 1
8.4 %

POSTAL CODE 3
8.9 %

POSTAL CODE 4
11.0 %

POSTAL CODE 0
4.3 %

POSTAL CODE 5
11.8 %

POSTAL CODE 6
12.0 %

POSTAL CODE 9
7.3 %

POSTAL CODE 7
12.7 %

POSTAL CODE 8
14.1 %

COUNTRIES ABROAD

AUSTRIA	SWITZERLAND	OTHER COUNTRIES
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.
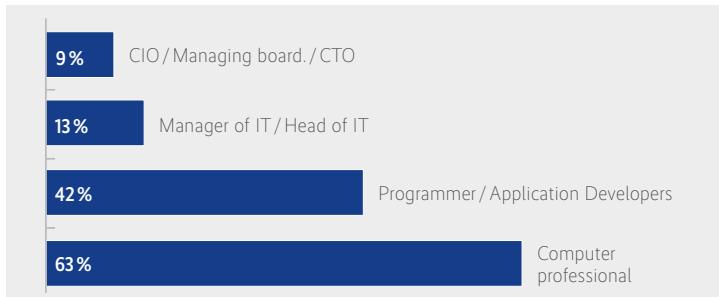
206,000 readers always want to stay up to date on technical matters
221,000 readers have a net household income of more than 3,000 euro

Source: AWA 2025

KEY TARGET GROUPS

9 %	CIO / Managing board. / CTO
13 %	Manager of IT / Head of IT
42 %	Programmer / Application Developers
63 %	Computer professional

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.

9 %

13 %

42 %

63 %

Source: iX readership survey 2022, n=1,018
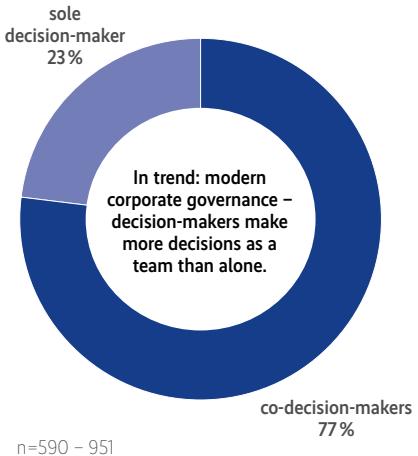
DECISION MAKER

63 %
of iX readers are involved in investment decisions within the company.

Of which are:

sole decision-maker 23 %

In trend: modern corporate governance – decision-makers make more decisions as a team than alone.

co-decision-makers 77 %

n=590 – 951
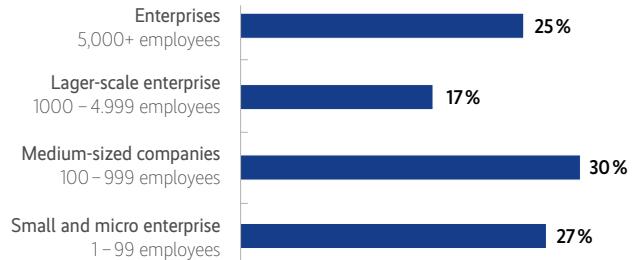
BUDGETS – Planned investment sizes

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

- Enterprises 5,000+ employees — **25 %**
- Lager-scale enterprise 1000 – 4.999 employees — **17 %**
- Medium-sized companies 100 – 999 employees — **30 %**
- Small and micro enterprise 1 – 99 employees — **27 %**
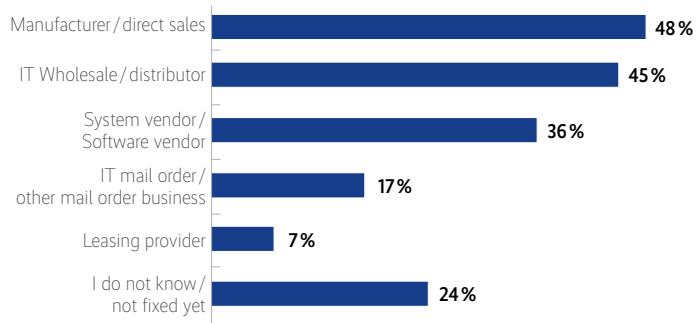
n=955; "What is the workforce size of your company?"

SOURCES / STORE – Manufacturer or trade?

- Manufacturer / direct sales — **48 %**
- IT Wholesale / distributor — **45 %**
- System vendor / Software vendor — **36 %**
- IT mail order / other mail order business — **17 %**
- Leasing provider — **7 %**
- I do not know / not fixed yet — **24 %**

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.

Source: iX readership survey 2022

Key target group

PUBLISHER'S CONDITIONS

Publisher	Christian Heise, Ansgar Heise
Managing Director	Ansgar Heise, Beate Gerold
Publishing Company	Heise Medien GmbH & Co. KG Karl-Wiechert-Allee 10 30625 Hanover, Germany
Editor-in-Chief	Dr. Oliver Diedrich
Year	37th year of publication 2026
Rate Card	effective January 01, 2026
Publication	monthly
Advertising Director	Michael Hanke Phone: +49 [0]511 5352-167 E-mail: michael.hanke@heise.de
Bank Account	BIC SPKH DE 2H IBAN DE98 2505 0180 0000 0199 68
Terms of Payment	Invoiced amounts are payable either by direct debit, in advance with 2 % discount, or within 10 days of date of invoice without any deductions.
Printing Process	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 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
3 and more ads: 3 %	3 and more pages: 5 %
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 %

Product advertisements and job advertisements are discounted separately.

Agency	Agency commision 15 %
Extra charge for bleeds	10 % of the basic rate
Standard terms for advertisements	Our general business terms and conditions see: https://mediadaten.heise.de/en/home/gtc/

TECHNICAL DETAILS

Please provide the data always as PDF files, version 1.4, in CMYK mode, non-separated, no colour profiles, plus 3 mm bleed in case of bleed formats. Create the data in the following colour profiles:

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Content: PSO LWC Standard 46L (ECI))

Please set the area coverage (colour application) to a maximum of 300 %.

Due to the adhesive binding, 5 mm of the motif is not visible in the binding on U2, the first contents page, the last contents page and U3 – 3 mm of the motif is not visible on all other content pages.

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Please state the exact designation of the desired issue in the subject line so that the data can be correctly assigned.
Please send larger data via FTP. Please send colour proofs (cover: ISO coated V2 39L / content: PSO LWC Standard 46L (ECI)) to

Dierichs Druck + Media GmbH & Co. KG
Abteilung Druckvorstufe – Ms. Schüßler
Frankfurter Str. 168
34121 Kassel, Germany

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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).

IT SUMMIT by heise

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.
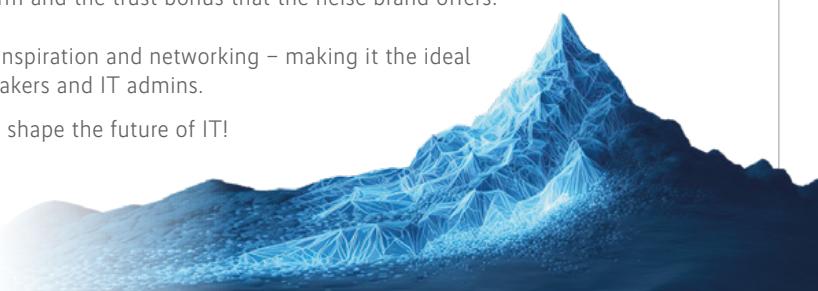
Your advantages at a glance:

• **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.

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/

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
betterCode()	**betterCode online** **We make developers better | January to December 2026** 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.
OOP empower business	**OOP by heise** **Conference for software architecture | 10 to 13 Febuary 2026 – Munich** 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.
Minds Mastering Machines	**Minds Mastering Machines** **Machine learning and AI in practice | 22 and 23 April 2026 – Karlsruhe** 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.
inside agile	**Product Owner Days** **Product development that creates value | 05 and 06 May 2026 – Cologne** The conference will address: Product Ownership | AI in Product Management | User Research | Product Discovery and Product Economics | Product Vision, Product Strategy and Product Roadmaps

Konferenz	Thema
betterCode() **GenAI Summit**	**GenAI Summit** **The conference on AI-supported software development | 10 and 11 June 2026 – Mannheim** The developer conference on GenAI. How generative AI can be implemented meaningfully and efficiently in software applications and everyday work.
enterJS	**enterJS** **The Conference for Enterprise JavaScript | 16 and 17 June 2026 – Mannheim** 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.

// heise
devSec()
	heise devSec
	The conference for secure software and web development | 22 and 23 September 2026 – Marburg
	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.

data2day	**data2day** **The Conference for Big Data, Data Science and Machine Learning | 07 and 08 October 2026 – Cologne** 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.
CLC 26 »	**CLC Conference** **The conference on developer experience, platform engineering, Dev(Sec)Ops, container architecture, Kubernetes environments ...** **11 and 12 November – Mannheim** 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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