



MEDIA DATA 2024 – Print

connect professional

connect-professional.de

The overarching media brand for the ICT market

ITK
360°

In a complex and fast-moving world of information and media, the new connect professional provides comprehensive information about the ICT industry quickly and with the usual expertise. In this way, connect professional is responding to the increasing demand for a holistic view of the ICT market, from the product to the sales channel: whether business decision-makers, channel managers or infrastructure specialists - developments in the ICT market ultimately affect them all.

The claim to have a 360-degree view of these market developments will in future be realized by the enhanced connect professional in its comprehensive reporting at a glance. It is thus the only trade publication that comprehensively covers all areas of the ICT industry.

High credibility. High acceptance.

connect professional is the medium for business IT, telecommunications and all facets of digitization. Its high reach confirms its editorial utility and credibility. Influential ICT decision-makers trust connect professional to inform them about new products, solutions, services and strategies in professional IT and telecommunications. They use connect professional just as intensively as the daily updated .web service connect-professional.de and the connect-professional.de newsletter.

The medium for ICT decision-makers:

CEOs, CIOs, CTOs, system administrators, IT managers / executives

Industries:

Industrial / consumer goods, system houses / managed service providers / IT service providers, public authorities / public institutions / government / science / education / training, retail / banking / insurance, network operators / service providers

connect
professional



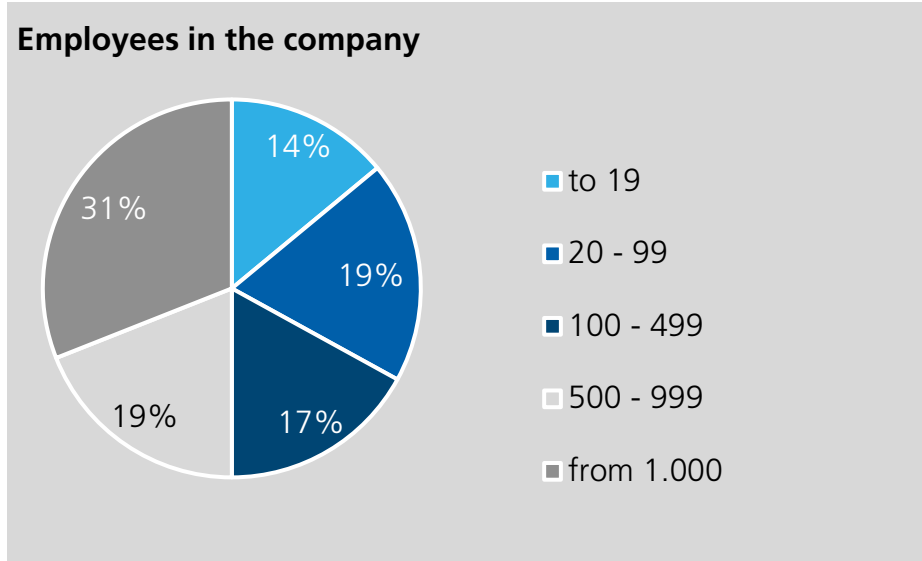
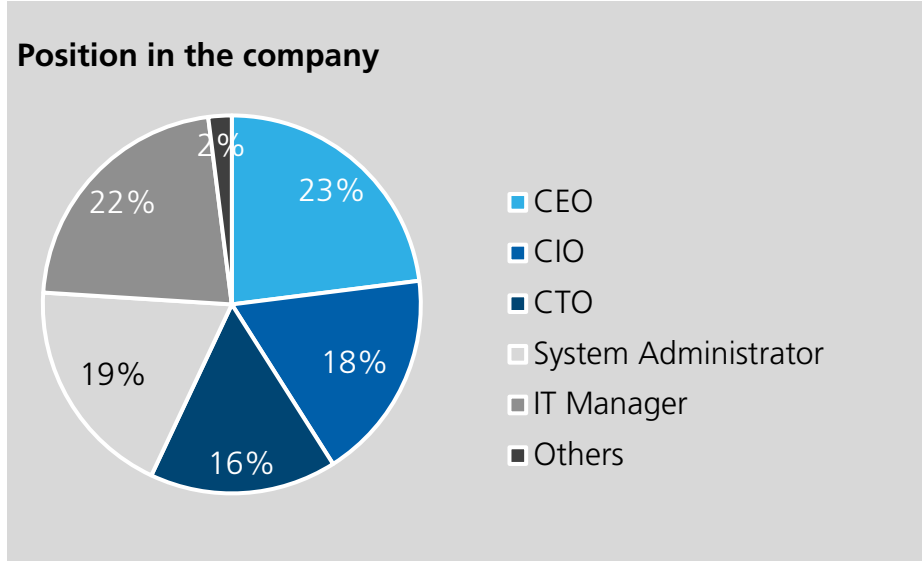
Total distributed circulation:
55,655*
thereof e-paper:
36,271*



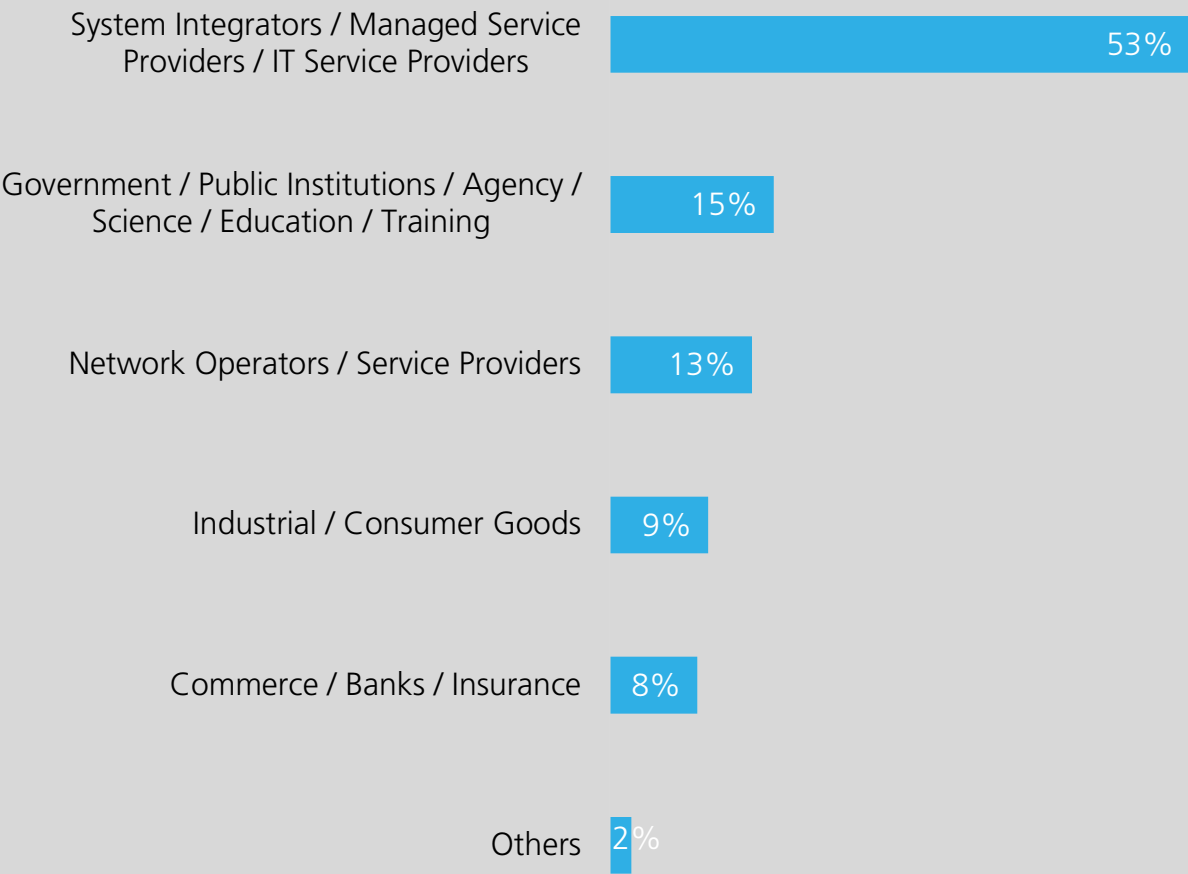
The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the connect- professional.de website.

*Source: Publisher's statement

Target group



Industries



Topics / Dates 2024

Print edition with extended e-paper	Publication	Ad closing	Deadline print material	Main topics		Industry special
1	26.01.24	09.01.24	11.01.24	Security	Data center/IT infrastructure/cabling	Public Sector
2	16.02.24	30.01.24	01.02.24	Modern Workplace	Connectivity	Channel/Distribution
3	15.03.24	27.02.24	29.02.24	Managed Services / Cloud	Data center/IT infrastructure/cabling	Sustainability
4	12.04.24	22.03.24	26.03.24	Connectivity and Artificial Intelligence	Security	Education
5	03.05.24	15.04.24	17.04.24	Data center/IT infrastructure/cabling	Managed Services / Cloud	System house/IT service manager/MSP
6	07.06.24	17.05.24	22.05.24	Modern Workplace	Connectivity	Healthcare
7	12.07.24	25.06.24	27.06.24	Security	Modern Workplace and Artificial Intelligence	Public Sector
8	23.08.24	05.08.24	07.08.24	Data center/IT infrastructure/cabling	Managed Services / Cloud	Channel/Distribution
9	13.09.24	27.08.24	29.08.24	Connectivity	Data center/IT infrastructure/cabling	Sustainability
10	11.10.24	23.09.24	25.09.24	Security	Modern Workplace	Education
11	08.11.24	21.10.24	23.10.24	Data center/IT infrastructure/cabling	Connectivity	System house/IT service manager/MSP
12	06.12.24	19.11.24	21.11.24	Managed Services / Cloud	Security and Artificial Intelligence	Healthcare

Areas of focus

Data Center / IT Infrastructure / Cabling
UPS, Server, Storage, Networks, Automation

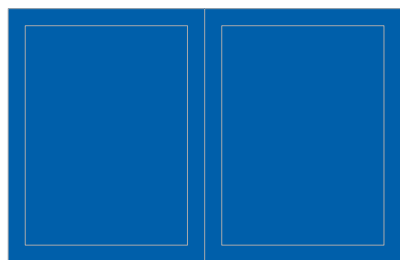
Connectivity
5G, Metrology, Wireless, Campus Networks, SDWAN, Industry 4.0, IoT, Smart Building

Security
Cybersecurity, Data Protection, Identity Management, XDR, Zero Trust, Physical Security, Monitoring, Backup, Critical Infrastructure

Modern Workplace
Notebooks, tariffs, customer service, monitors, printers, headsets, videoconferencing, collaboration, PBXs, AI, UCC, Mixed Reality

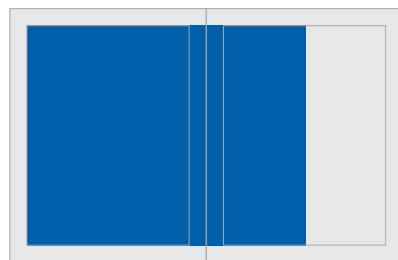
Managed Services / Cloud
IaaS, PaaS, SaaS, Big Data, Multi Cloud, Hybrid Cloud, Cloud PBX, Software, Business Intelligence

Ad formats



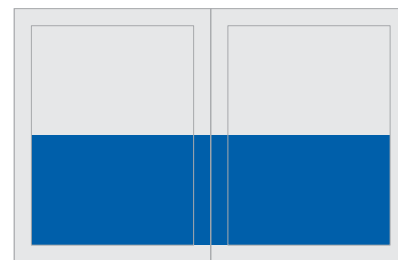
Double page spread across gutter

420 x 297 mm*



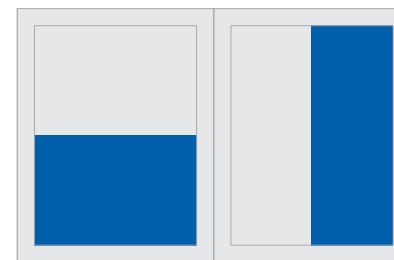
1 1/2 pages across gutter

315 x 297 mm*
310 x 260 mm



2 x 1/2 pages across gutter

420 x 148 mm*
414 x 132 mm

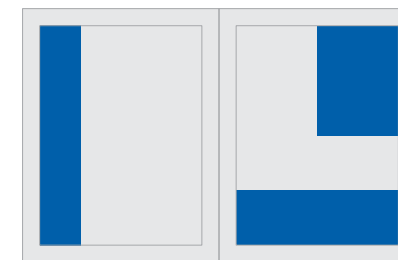


**1/2 page
horizontal**

210 x 148 mm*
183 x 132 mm

**1/2 page
vertical**

102 x 297 mm*
87 x 262 mm

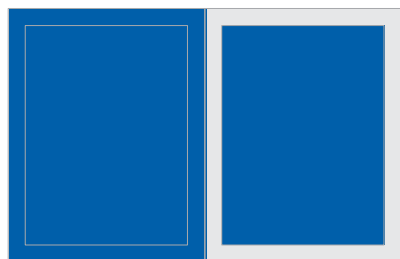


**1/4 page
horizontal**

52 x 297 mm*
37 x 262 mm

1/4 page

102 x 148 mm*
92 x 132 mm



1/1 page

210 x 297 mm*
183 x 262 mm



**2/3 page
horizontal**

210 x 262 mm*
183 x 181 mm

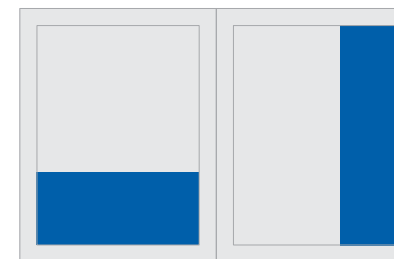
**2/3 page
vertical**

138 x 297 mm*
123 x 262 mm



Junior Page

147 x 210 mm*
132 x 195 mm



**1/3 page
horizontal**

210 x 97 mm*
183 x 82 mm

**1/3 page
vertical**

68 x 297 mm*
53 x 262 mm

**1/4 page
vertical**

210 x 73 mm*
183 x 58 mm

Size specifications width x height

* trimmed format

Trim allowance 5 mm on the open sides



Advertising rates

Advertising rates and formats (without VAT)

Advertising rate card valid from 01.01.2024

Format	Base price
1/1 page	€ 9,990
1/1 page advertorial (4,000 characters incl. spaces + logo + 1-2 images)	€ 9,990
A5 (junior page)	€ 5,990
1/2 page	€ 5,490
1/2 page advertorial (2,000 characters incl. spaces + logo + 1 picture)	€ 5,490
1/3 page	€ 3,990
1/4 page	€ 2,990
Cover pages U2/U3/U4 each	€ 10,990

Ad rates Reseller Market

1/1 page	€ 3,990
----------	---------

Extended E-Paper:

Your ad booked in the print edition will also appear in the corresponding extended e-paper edition. The general advertising price list applies.

Frequency discounts

In case of acceptance within 12 months (insertion year)

Painting scale from 1/4 page upwards Quantity scale					
from 3	ads	3%	from 3	Pages	5%
from 6	ads	5%	from 6	Pages	10%
from 9	ads	10%	from 9	Pages	15%
from 12	ads	15%	from 12	Pages	18%
from 18	ads	18%	from 15	Pages	20%
from 24	ads	20%	from 18	Pages	22%
from 36	ads	22%	from 24	Pages	25%

Loose inserts

Weight	up to 25 g per 1,000 pieces € 290,- up to 50 g per 1,000 pieces € 329,- up to 75 g per 1,000 pieces € 372,- (incl. Postal charges)
--------	---

Bound inserts

Variants	4 pages per 1,000 pieces € 279,- 6 pages per 1,000 pieces € 322,- 8 pages per 1,000 pieces € 362,- 12 pages per 1,000 pieces € 392,-
----------	---

Additional charges

Placement	For requested placements confirmed by the publisher, we charge a surcharge of 10 % of the basic price (but at least € 160).
Color	Prices listed are for Euroscale, surcharge for special colors on request
Format	Surcharges for bleed and waistband printing are not levied

Ad with pasted postcard

Minimum format: 1/1 page
74,- € 0/00 Gluing costs incl. postage
(machine gluing, manual on request)



Terms of payment

Payment within 21 days without deduction.

Bank details: HypoVereinsbank, München
IBAN: DE81 7002 0270 0035 7049 65
SWIFT (BIC): HYVEDEMMXXX
VAT ID no. DE814112256

Special ads



Cover page

Format:
W 196 mm x
H 178 mm

Price: € 13,990



Belly wrap

Format:
W 470 mm x H 60 mm
Back side approx. 55 mm
unprinted due to adhesive edge

Price: € 15,990



Cover flap

Format front:
W 105 mm x H 216 mm
Format inside: W 105
mm x H 297 mm

Price: € 13,990



Center flap

Format front:
W 150 mm x H 297 mm
Format back:
W 160 mm x H 297 mm

Price: € 12,990

Special ads

IT Service Guide

The IT Service Guide is a rubricated shopping guide for products and services. Different headings are possible such as:

- CRM/ERP systems
- Printer
- Green IT
- IoT/M2M
- Managed Services
- Metrology
- Monitors
- Network operator & provider
- Network
- Server
- Unified Communications & CTI
- Virtualization

Price

999,- € for min. 10 issues (=annual price) per rubric entry
When booking 2 headings: 10 % combination discount
From 3 entries: 20 % combination discount

Number of characters

Max. 750 characters incl. spaces + company logo

Rosenberger

Rosenberger-OSI GmbH & Co. OHG

Optical Solutions & Infrastructure
Endorferstraße 6, **86167 Augsburg**
Tel. 0821/24924-0, Fax: 0821/24924-929
E-Mail: info-osi@rosenberger.com
Homepage: www.rosenberger.com/osi
Seit 1991 gilt Rosenberger OSI europaweit als Experte für faseroptische Verkabelungs- und Servicelösungen für Datacom, Telecom und Industrie. Neben der Entwicklung und Herstellung des breiten Portfolios an LWL- und Kupferverkabelungssystemen, bietet Rosenberger OSI eine Vielzahl an Services wie Planung, Installation und Instandhaltung von Verkabelungsinfrastrukturen an.



EFB-Elektronik GmbH

Striegauer Straße 1, **33719 Bielefeld**
Tel.: 0521/40418-0
Fax: 0521/40418-50
E-Mail: info@efb-elektronik.de
Homepage: www.efb-elektronik.de
Service: Hersteller und Systemanbieter für die strukturierte Gebäudeverkabelung und Sicherheitstechnik.



Riello UPS GmbH

Wilhelm-Bergner-Straße 9b
21509 Glinde
Tel.: 040/527211-0, Fax: 040/527211-200
E-Mail: vertrieb@riello-ups.de
Homepage: www.riello-ups.de
Die Riello UPS GmbH bietet USV-Anlagen mit Leistungen von 400 VA bis 6,4 MVA, individuelle Beratung sowie einen kompetenten Werkskundendienst.

Example displays:

Technical data

Inserts / Bound inserts / Stickers / CDs

Supplements	
Minimum format	105 mm width x 148 mm height
Maximum format	each 10 mm smaller in height and width than the carrier product
Minimum weight	150 gsm for single sheet
Maximum weight	on request
Positioning	best possible

Inserts must be delivered trimmed and folded as finished end products and be suitable for machine processing. Insertion options: Print run or partial run by postal code or Nielsen area.

Bound inserts	
Scope	4 pages (more pages on request)
Minimum format	105 mm width x 148 mm height
Maximum format	Format of the carrier product
Trimmed sides	must have a trim of 5 mm
Minimum weight	for 4-sided products 100 g / sqm
Placement	between the different parts of the sheet

Bound inserts must be delivered folded and in untrimmed format and be suitable for machine processing.

Sticker	
Folded products must be closed to the bundle and suitable for machine processing. Positioning and formats available upon request. Placement options: Print run and partial run of inserts by ZIP code or Nielsen areas.	
CDs	
Positioning on demand	

Technical specifications / Processing

Printing method and processing	
Cover Sheetfed offset	
Content	Web Offset
Paper	Upgraded LWC paper
Further processing	Saddle stitching
Format	Trimmed size: 210 x 297 mm 5 mm bleed on all open sides
Type area	183 x 262 mm

Reference prices

Annual subscription print domestic: €142.00, of which €112.60 issue, €29.40 shipping
 Annual subscription print foreign countries: € 152.00, of which € 112.60 issue, € 39.40 shipping
 Single issue print: 15,00 € incl. current VAT, plus 3,00 € shipping costs
 Annual subscription digital e-paper (domestic/foreign): € 75.00 incl. current VAT, excluding shipping costs
 Single issue digital e-paper (domestic/foreign): € 7.00 incl. current VAT, excl. shipping costs

File name

File names must be assigned according to the following pattern:

Advertiser_connectprofessional_issue (Example:

Sample_connectprofessional_1_24)

Proof: are in 4 color mode based on the standard

Content: "PSO_LWC_improved_eci (Fogra 45L)"

Cover: "Fogra 51 PSocoated v3" to be created for offset printing.

The corresponding profiles are available for download at www.eci.org.

Minor tonal value deviations are due to the tolerance range of web offset printing.

Black solid areas should be underlaid with 40% halftone in cyan. FTP access: on request



Technical specifications

Position all image elements (including logos, QR codes) 5 mm from the outer edge. Files in PDF format according to the PDF/X-3 standard. Please request our reproduction and proof instructions from the **following contacts:**

Jeanette Blaukat, Disposition, Phone + 49 89 25556-1014
DISPO.connectProfessional@wekanet.de



Delivery date and delivery address

For the delivery date and conditions, please ask the contact persons known to you.

Vogel Druck und Medienservice GmbH, receiving department
 Leibnizstrasse 5, 97204 Höchberg

Delivery note: Insert/Customer, for connect professional - issue xy/2024



Sie haben Fragen?

Wir beraten Sie gerne!



Eric Weis

Sales Director ICT

+49 89 25556-1390

EWeis@wekanet.de



Sofie Steuer

Senior Account Manager

+49 89 25556-1452

SSteuer@wekanet.de



Christina Gottwald

Sales Operations Specialist

+49 89 25556-1351

CGottwald@wekanet.de

connect professional



WEKA Media Publishing GmbH
Richard-Reitzner-Allee 2
85540 Haar bei München



+49 89 25556 1390



www.weka-media-publishing.de

