



MEDIA DATA 2025 - Digital

connect
professional

connect-professional.de

The comprehensive media brand for the ICT market



In a complex world of information and media, connect professional provides comprehensive information about the ICT sector quickly and with the usual expertise. In this way, connect professional meets 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 on the ICT market ultimately affect them all.

The claim to have a 360-degree view of these market developments is realized by connect professional in its comprehensive reporting at a glance. This makes it the only trade publication that comprehensively covers all areas of the ICT sector.

High credibility. High acceptance.

connect professional is the medium for business IT, telecommunications and all facets of digitalization. Its high reach confirms its editorial value and credibility. Influential ICT decision-makers trust connect professional when they want to find out about new products, solutions, services and strategies in professional IT and telecommunications. They use connect professional just as intensively as the daily web service connect-professional.de and the connect-professional.de newsletter.

The medium for ICT decision-makers:

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

Industries:

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



291,135 Pls/month*

141,443 visits/month*

24,000 newsletter recipients

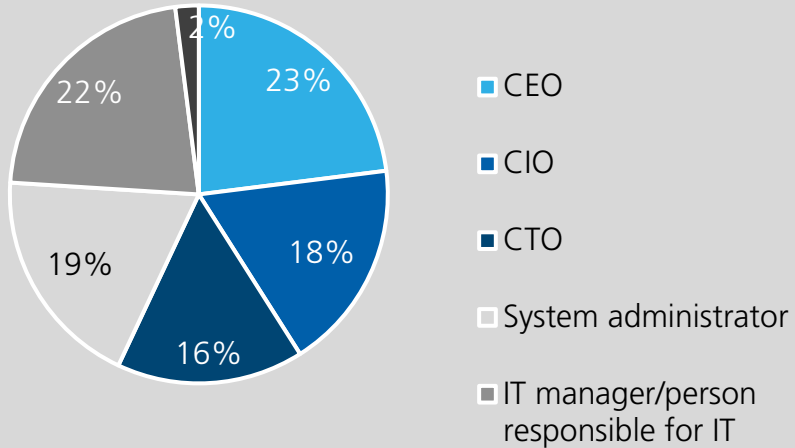
140,000 news, product and technical articles



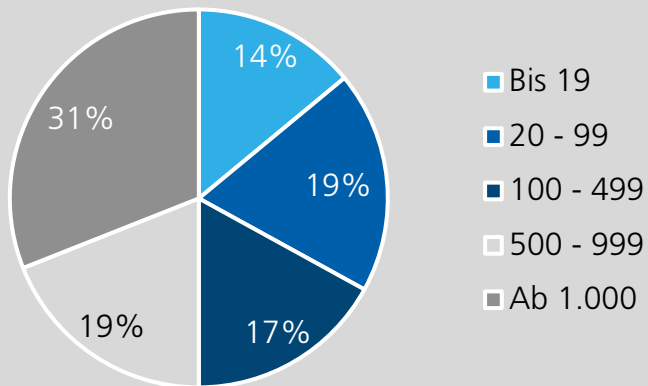
*Source: IVW Online 7/24

Target group

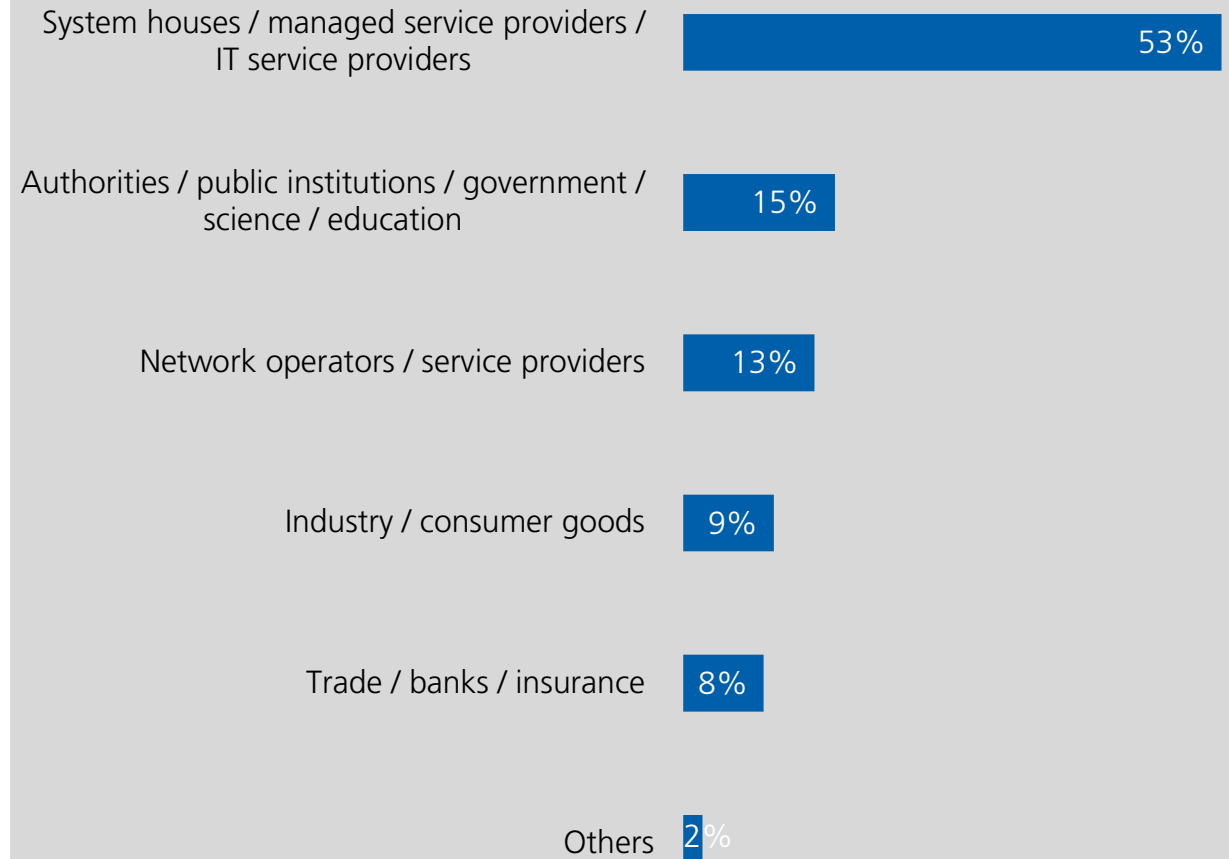
Position in the company



Employees in the company



Branch(es)



Prices connect professional

STANDARD FORMS OF ADVERTISING	CPM
Banner/Leaderboard - 6:1 / 8:1	260 €
Skyscraper - 1:4	200 €
Rectangle	200 €
Mobile Banner	270 €
AdBundle (Banner/Skyscraper/Rectangle)	200 €
BIG ADS	
Large Leaderboard	330 €
Billboard - 2:1 / 4:1	390 €
Halfpage Ad	300 €
Sitebar - 1:3	390 €
Mobile Rectangle 1:1	250 €
Video Ad / Outstream	200 €
SPECIAL FORMATS	
Native Ad	390 €
Content Super Banner	390 €
Mobile Interstitial	390 €
Mobile Halfpage	390 €
Wallpaper 1*	380 €
Wallpaper 2 (large)*	430 €
Fireplace*	500 €
Site branding	800 €

TARGETING	SURCHARGE PER CRITERION
Keyword/Contextual	+25 €
Technical (e.g. time, browser)	
Geographical	
Retargeting	
Exclusion of individual devices	
NEWSLETTER (24,000 recipients)	FIXED PRICE
Leaderboard	4.900 € (Mon-Fri morning)
Billboard	
Small Rectangle	
Native ad / text ad within the content	990 € (Tue afternoon)
Leaderboard in the e-Paper Newsletter	1,490 € (1 x per month)

*Background color possible for an additional CPM 100 €

Advertising rates (excluding VAT)

Advertising price list valid from 01.01.2025



[Technical specifications](#)

Site branding to increase awareness

Site branding

The branding ad as a large frame around the content on the desktop and as a combination of mobile banner and mobile rectangle on the cell phone. On the desktop, the ad is scalable and the areas to the right and left of the content automatically adapt to the user's screen resolution and fill the entire area.

Awareness

Due to its size and placement in the direct field of vision, the ad is particularly suitable for increasing brand/product awareness.

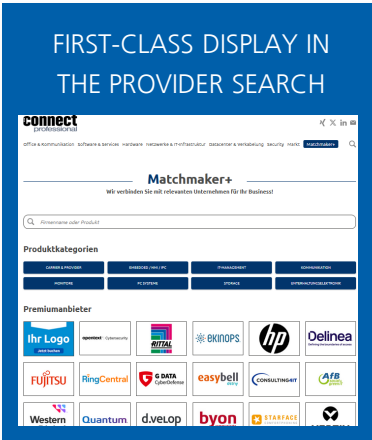
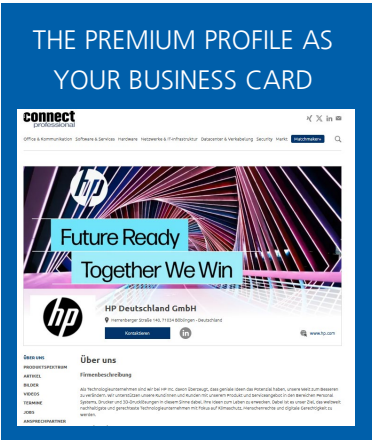
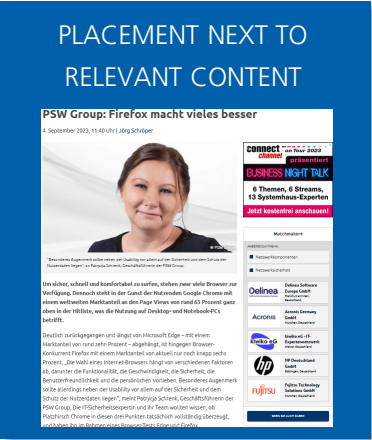


CPM price: € 800,-

Special forms of advertising

All this offers you

Matchmaker+



- Advantages
- Address customers when they are interested in your topics and products!
 - Build trust and benefit from our strong content and brands!
 - Generate qualified leads thanks to the professional presentation of your company and your products as a premium provider!

	Starter	Advanced	Premium
	only 3.990€*	only 5.990€* <div>TOP SELLER</div>	only 7.990€*
Premium company profile with extended design options	●	●	●
Logo insertion in our newsletters	●	●	●
Your company logo as a partner in our print editions	●	●	●
Topic keywords** to place your message alongside suitable editorial content	1	4	5
Individual design of the placement as a content box	-	●	●
Post on the LinkedIn social media channel with a link to the premium entry	-	●	●
Profile maintenance and setup by our team	-	-	●

* Term 12 months, start date freely selectable. After 12 months, the subscription is extended indefinitely with a notice period of one month.

** Topics or products that match your company. Keywords limited to a maximum of 36,000 page views per year; additional keywords or extensions can be booked at any time.

Special forms of advertising

Target group-specific: Customized newsletter

Benefit from our high-quality newsletter address pools. We send your individual information exclusively. By providing the necessary technical infrastructure and up-to-date recipient data, we place your desired advertising message efficiently.

Advantages

- High reader/user loyalty
- Effective emotionalization
- Clear cost structure
- Maintained database
- Transparent reporting



Base price: € 1.490,-

+ per thousand recipients: € 270 (not discountable in each case)



Online advertorial

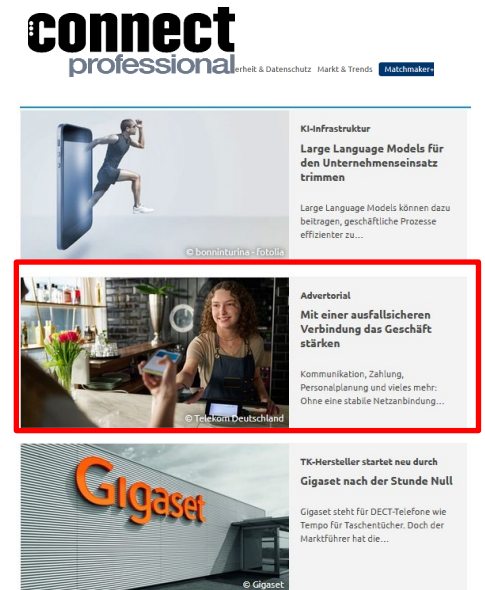
The online advertorial is ideal for presenting complex topics over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This gives your content a high level of credibility.

Implementation

- Complete production of the advertorial after sending text and image material
- Placement of your advertorial in the editorial environment on the home page incl. image and link
- Digital payout: content and teasers are displayed on both desktop and mobile devices
- Post with a link to the advertorial on social media (LinkedIn)



Price: € 2.990,- (not discountable)



Special forms of advertising

Lead generation with webinars

Provide your customers with specific know-how and involve them actively and live in the event. Your audience can ask you questions via chat. Underline the benefits of your products and your company's expertise with a dynamic and interactive presentation.

Services

- Online advertorial to promote the webinar (booking at least 6 weeks before the webinar)
- Native ad for advertising in the connect professional newsletter (duration 1 week)
- Native ad for application on connect-professional.de (duration 1 month)
- Native Ad Extended on external platforms (250 clicks guaranteed)
- Customized newsletter to qualified users
- Participant registration
- Briefing of your speaker and technical implementation
- Live broadcast incl. moderation
- Forwarding of registration data (company, first name, surname, e-mail)
- Provision of the webinar as a downloadable on-demand webcast requiring registration
- Native ad to promote the on-demand webcast in the connect professional newsletter (duration 1 week)



Lead generation with whitepapers

Position yourself as an expert and gain valuable leads! White papers make it possible to present complex information and solutions to a specialist audience. Receive valuable leads from interested parties and potential customers.

Services

- Online advertorial to promote the white paper incl. social media post on LinkedIn
- Native ad for advertising in the connect professional newsletter (duration 1 week)
- Native ad for application on connect-professional.de (5,000 ad impressions / duration 2 weeks)
- Native Ad Extended on external platforms (250 clicks guaranteed)
- Customized-Newsletter



Price: € 9.990,- (not discountable)
(Media service worth € 20,000!)

Whitepaper can be produced by the editorial team (price on request).
Hosting of the whitepaper at WEKA possible (price on request).



Price: € 9.990,- (not discountable)



Do you have any questions?

We will be happy to advise you!



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