MEDIA PUBLISHING

# MEDIA DATA 2025 - Digital Connect professional

connect-professional.de

### The comprehensive media brand for the ICT market

ITK 360°

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 decisionmakers, 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:

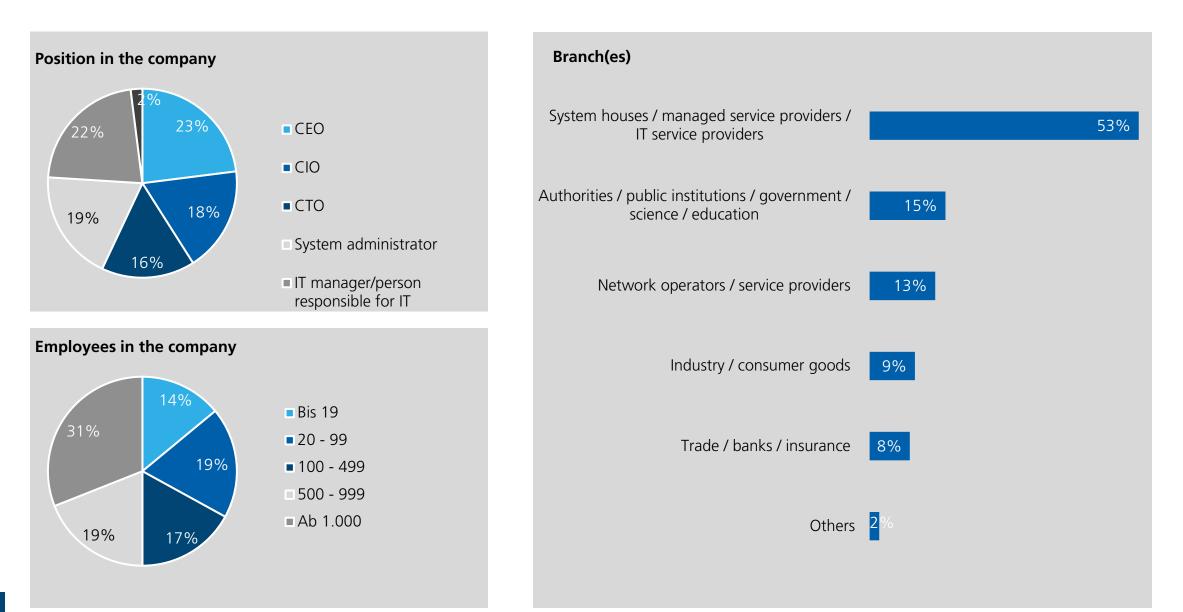
Industrial/consumer goods, system houses/managed service providers/IT service providers, public authorities/public institutions/offices/science/education/education, retail/banking/insurance, network operators/service providers



291,135 Pls/month\* 141,443 visits/month\* 24,000 newsletter recipients 140,000 news, product and technical articles



### **Target group**



### **Prices connect professional**

STANDARD FORMS OF ADVERTISING	СРМ
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			
Technical (e.g. time, browser)			
Geographical	+25 €		
Retargeting			
Exclusion of individual devices			

WEKA

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NEWSLETTER (24,000 recipients)	FIXED PRICE		
Leaderboard			
Billboard	4.900 € (Mon-Fri morning)		
Small Rectangle	990 € (Tue afternoon)		
Native ad / text ad within the content			
Leaderboard in the e-Paper Newsletter	1,490 € (1 x per month)		

\*Background color possible for an additional CPM 100  $\in$ 

Advertising rates (excluding VAT) Advertising price list valid from 01.01.2025



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## 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.



ШЕКА

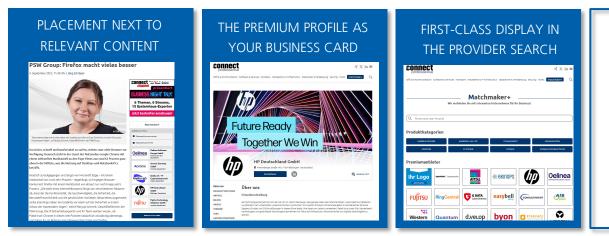
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## **Special forms of advertising**

# 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 <b>3.990€</b> *	only <b>5.990€</b> * <mark>TOP</mark>	only <b>7.990€</b> *
Premium company profile with extended design options	•	•	•
Logo insertion in our <b>newsletters</b>	•	•	•
Your company logo as a partner in our <b>print editions</b>	•	•	•
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**

SOPHOS

So steigern Sie

#### 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

Cyber Security Partner By Geschäftserfol Your Side. Sehr geehrte Frau Steuer, fie Bedrohungslandschaft änder setzen beim Thema Cybersicherh Service Provider. Diese sollen die und flexibel reagieren. Für Mana umfangreiche Geschäftspotenz Sehr geehrte Frau Schneider, Erfahren Sie in unseren Tipps, t Kaspersky Securely Bulletine Zeigen, wird Cyberkrin mehr zu einem Geschätsmodell. Cjöerkriminelle optimieren ihr Businese, ähnlich wie Managed Services erfolgreich v m de enter Greek ander Gven. Gjoenk minete sporteren in osarreas, antion tve ribe Unternehmen. Dazu skalleren sie ihren Betrieb und lagern bestimme Tätigkebr aus. Malware-as-a-Service (Maa 5) boorre. Damit können auch weniger raffnierte Ihr Sophos-Team riminelle relativ einfach Cyberangritte starten, indem sie passen selbig werden die Angrittemethoden immer komplexe te Abwehrsysteme als alleiniges Mittel für eine umfasz cherheit nicht mehr aus. Unternehmen müssen die Anzeichen für eine drohende Macke schnell erkennen und vorbeugen – Im besten Pall bevor Schaden er Dizu benötigen sie einen mehrdimensionalen äicherheitsansatz, bei dem technische Erfolgsfaktor' Lösungen zur Erkennung und Abwehr von Cyberangriffen, präventive Ma pertise wechselselbig zusar asperaky kennt die Antorderungen verschiedener Branchen und Unternehmensk Hau und schutzt weitweit über 220.000 Unternehmen gegen Cjberbr Der zuverlässige All-In-One Cyberschutz von Kaspersky deoltu MSP-Experten in Bei der Bereitstellung v haltensbasierte und mit Kl unterstützte Bedrohung Weitweit anerkannte Threat Intelligence (TI) ganzheitlichen Ansatz anbieten. Wie geht mai Itanaged Security Service 24/7 Firewall im Einsatz hat Training für Cybersion Hardware, Software u erfolgreich an? ehrdimensionales Security-Konzept birgt vor der edronungslage enormes Geschäftspotential – Insbesondere für Manager-Service- und Managed-Security-Service-Provider. Erfahren Sie im In Schutzen jetzt auch šie ihre Kunden vor bekannten, unbekan Kaiser und Sebas Erfolgsfaktoren er hungen und nutzen Sie gleichzeitig dieses Businesr Erfahrungswerte e Zum Inter If Team you know Erfolg

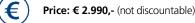
kaspersky

#### 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 playout: content and teasers are displayed on both desktop and mobile devices
- Post with a link to the advertorial on social media (LinkedIn)







effizienter zu..



Large Language Models für den Unternehmenseinsatz trimmen Large Language Models können dazu beitragen, geschäftliche Prozesse



Mit einer ausfallsicheren Verbindung das Geschäft stärken ommunikation, Zahlung rsonalplanung und vieles mehr

hne eine stabile Netzanbindung.

TK-Hersteller startet neu durch



Gigaset nach der Stunde Null igaset steht für DECT-Telefone wie mpo für Taschentücher. Doch der arktführer hat die



Base price: € 1.490,-+ per thousand recipients: € 270 (not discountable in each case)



## **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)

### Position yourself as an expert and gain valuable leads! White papers make it possible to present

Lead generation with whitepapers

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).





# Do you have any questions?

We will be happy to advise you!



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