



# MEDIA DATA 2025 - Print

## **connect** professional

[connect-professional.de](https://connect-professional.de)

# The comprehensive media brand for the ITC 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



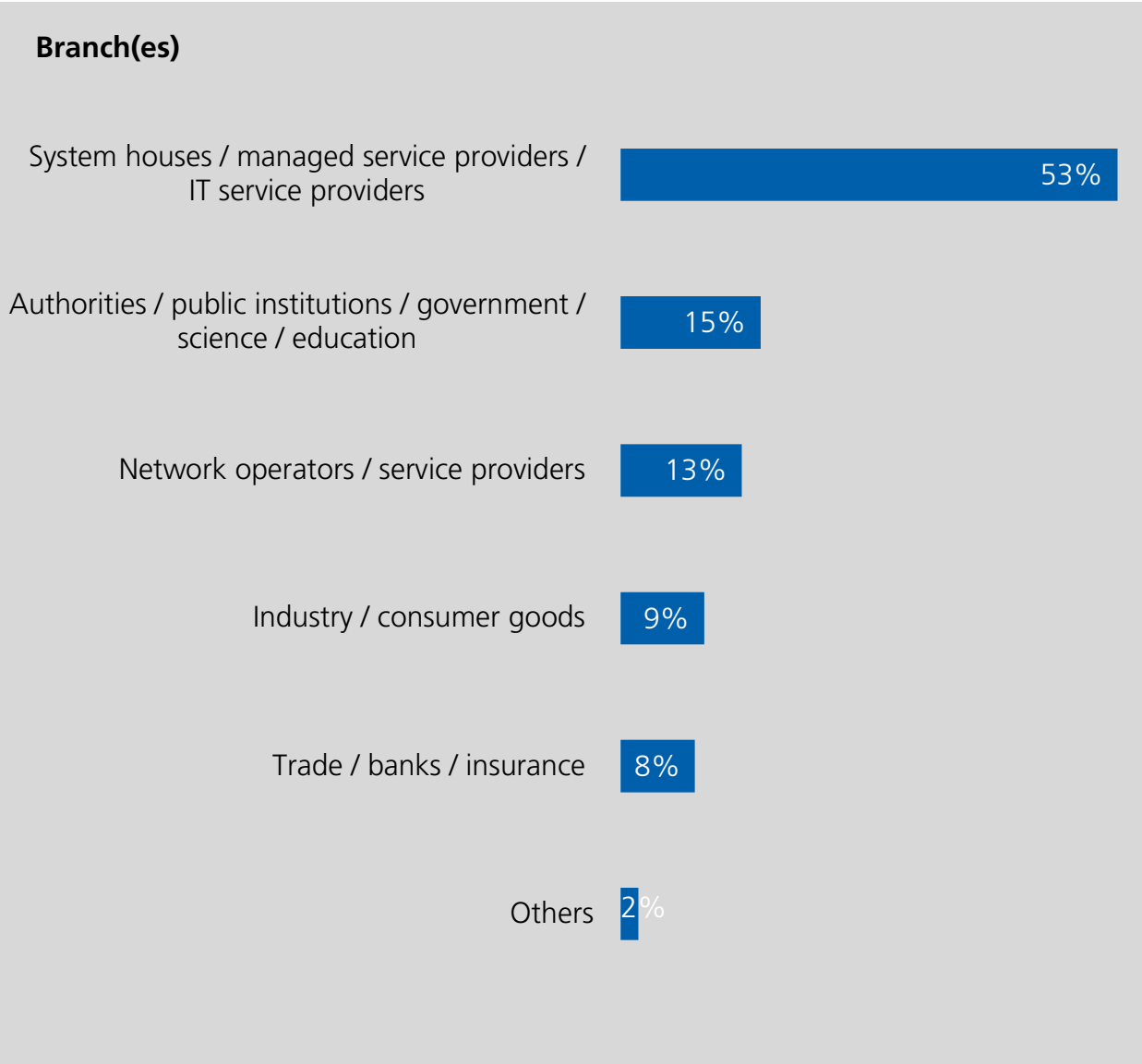
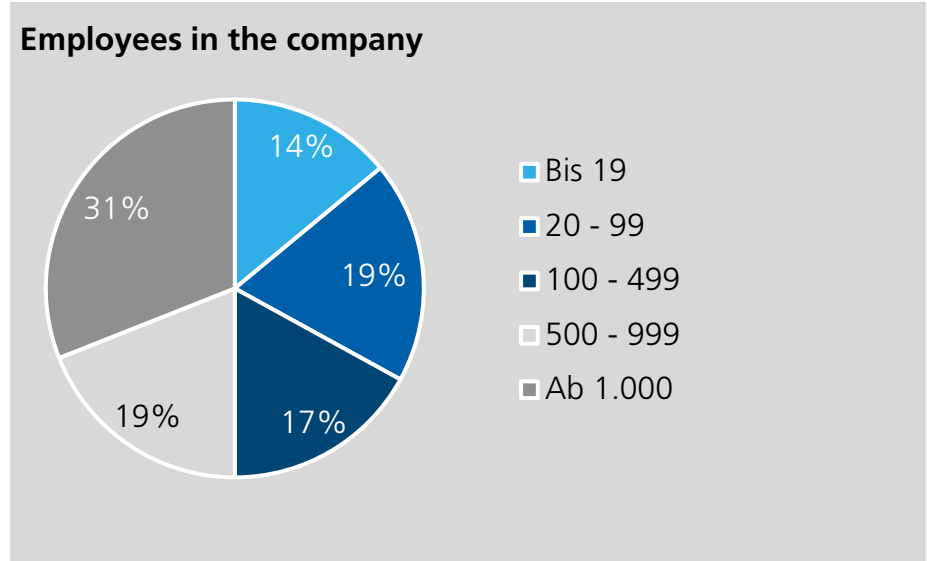
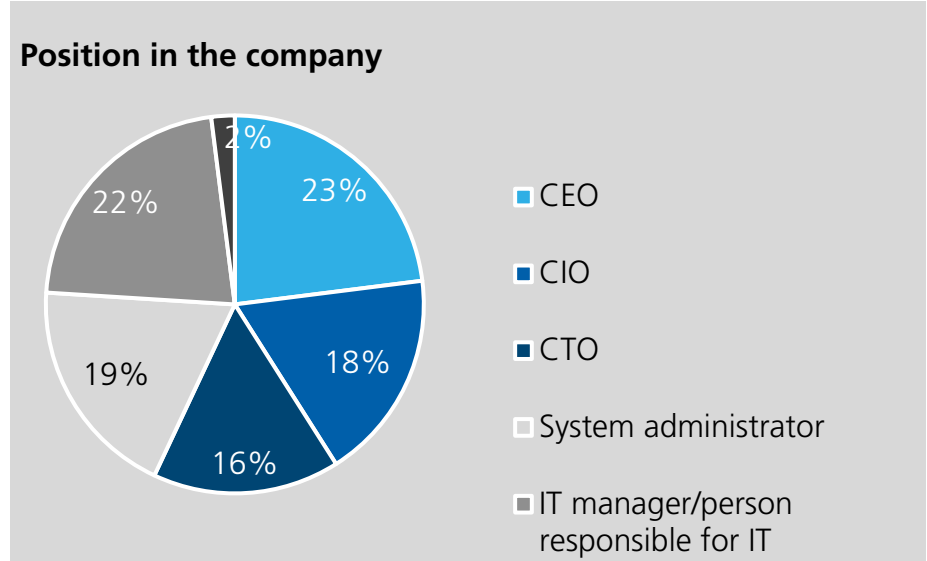
**Total distributed circulation:**  
**48.840\***  
**Of which extended e-paper:**  
**28.876\***



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

\*Source: IVW II/24

# Target group



# Topics / Dates 2025

Print edition with extended e-paper	EVT	Advertising deadline	DU closure	Main topics		Special
1	31.01.25	14.01.25	16.01.25	Security	Data center / IT infrastructure / Cabling	Public Sector
2	21.02.25	03.02.25	06.02.25	Modern Workplace	Connectivity	Channel / Distribution
3	21.03.25	03.03.25	06.03.25	Managed Services / Cloud	Data center / IT infrastructure / Cabling	Sustainability
4	25.04.25	03.04.25	08.04.25	Connectivity and artificial intelligence	Security	Education
5	23.05.25	05.05.25	08.05.25	Data center / IT infrastructure / cabling	Managed Services / Cloud	System house / IT service provider / MSP
6	20.06.25	28.05.25	03.06.25	Modern Workplace	Connectivity	Healthcare
7	18.07.25	30.06.25	03.07.25	Security	Modern workplace and artificial intelligence	Public Sector
8	15.08.25	28.07.25	31.07.25	Data center / IT infrastructure / Cabling	Managed Services / Cloud	Channel / Distribution
9	12.09.25	25.08.25	28.08.25	Connectivity	Security	Sustainability
10	10.10.25	19.09.25	24.09.25	Data center / IT infrastructure / Cabling	Modern Workplace	Education
11	07.11.25	20.10.25	23.10.25	Security	Connectivity	System house / IT service provider / MSP
12	05.12.25	17.11.25	20.11.25	Managed Services / Cloud	Security and artificial intelligence	Healthcare

## Areas of focus

**Data center / IT infrastructure / Cabling**  
UPS, servers, storage, networks, automation

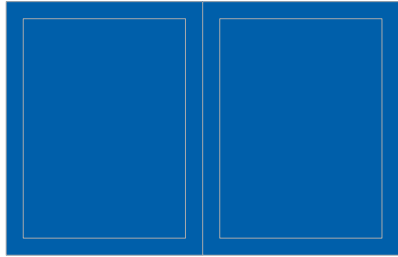
**Connectivity**  
5G, measurement technology, wireless, campus networks, SDWAN, Industry 4.0, IoT, smart building

**security**  
Cybersecurity, data protection, identity management, XDR, zero trust, physical security, monitoring, backup, critical infrastructures

**Modern Workplace**  
Notebooks, tariffs, customer service, monitors, printers, headsets, videoconferencing, collaboration, PBX systems, AI, UCC, mixed reality

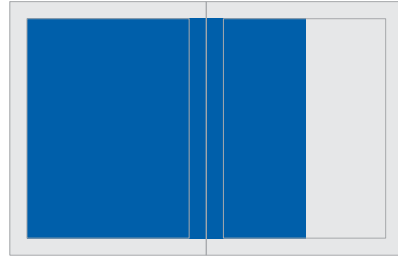
**Managed Services / Cloud**  
IaaS, PaaS, SaaS, Big Data, Multi Cloud, Hybrid Cloud, Cloud PBX, Software, Business Intelligence

# Ad formats



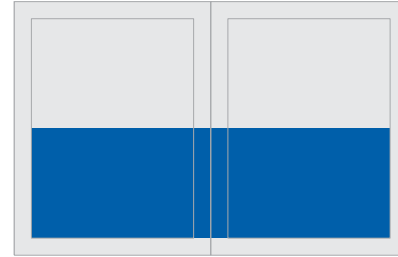
**2 x 1/1 over gutter with bleed**

420 x 297 mm\*



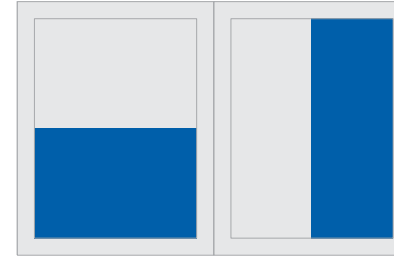
**1 1/2 over waistband**

315 x 297 mm\*  
310 x 262 mm



**2 x 1/2 over waistband**

420 x 148 mm\*  
414 x 132 mm

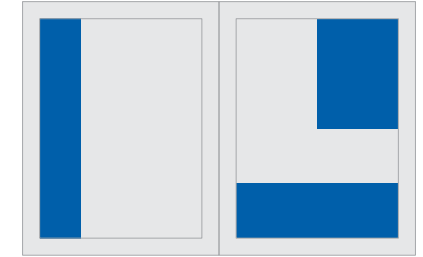


**1/2 page  
landscape**

210 x 148 mm\*  
183 x 132 mm

**1/2 page high**

102 x 297 mm\*  
87 x 262 mm

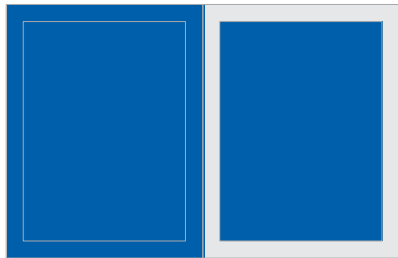


**1/4 page high**

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  
landscape**

210 x 262 mm\*  
183 x 181 mm

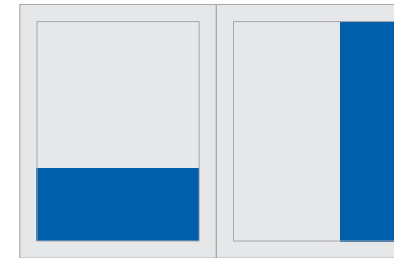
**2/3 page high**

138 x 297 mm\*  
123 x 262 mm



**Junior Page**

147 x 210 mm\*  
132 x 195 mm



**1/3 page  
landscape**

210 x 97 mm\*  
183 x 82 mm

**1/3 page high**

68 x 297 mm\*  
53 x 262 mm

**1/4 page  
landscape**

210 x 73 mm\*  
183 x 58 mm

Dimensions width x height

\* truncated format

Bleed + 5 mm on all sides





# Advertising rates

## Advertising rates and formats (excluding VAT)

Advertising price list valid from 01.01.2025

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

## Advertising rates reseller market

1/1 page	€ 3.990
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### Extended E-Paper:

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

## Discounts

If purchased within 12 months (insertion year)

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

## Supplements

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 (incl. postal charges)	€ 372,-

## Bound-in insert

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

## Surcharges

Placement	For placements requested and confirmed by the publisher, we charge a surcharge of 10 % of the basic price (but at least 160,- €)
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Color	Prices quoted are for Euroscale, surcharge for special colors on request
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Format	Surcharges for bleed and gutter printing are not charged
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## Advertisement with attached postcard

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



## Terms of payment

Payment within 21 days without deduction.

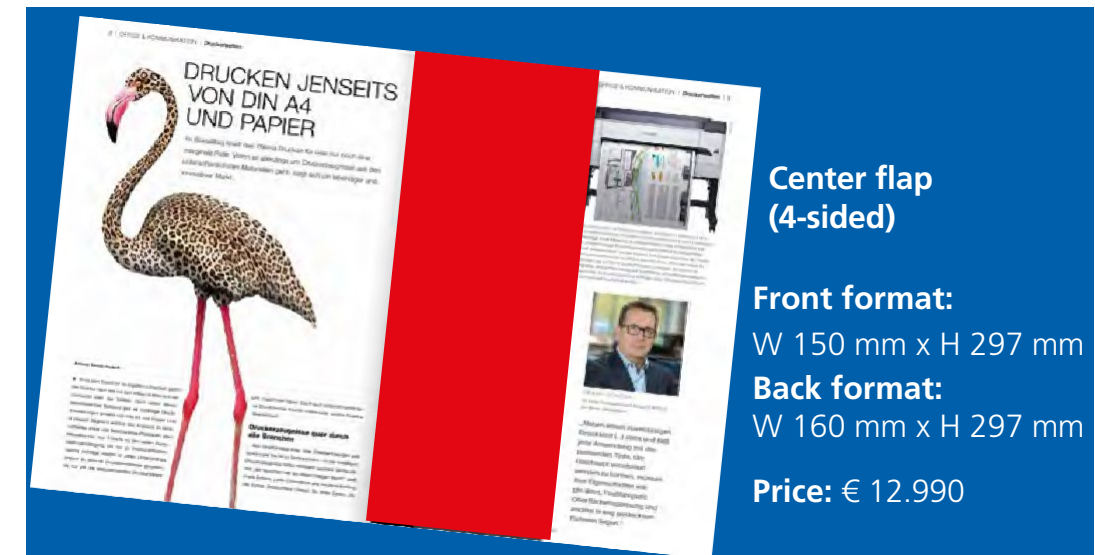
**Bank details:** HypoVereinsbank, Munich

**IBAN:** DE81 7002 0270 0035 7049 65

**SWIFT (BIC):** HYVEDEMMXXX

**VAT ID No.** DE814112256

# Special forms of advertising



# Special forms of advertising

## IT Service Guide

The IT Service Guide is a categorized buying guide for products and services. Various categories are possible, for example

- CRM / ERP systems
- Printer
- Green IT
- IoT / M2M
- Managed Services
- Measurement technology
- Monitors
- Network operators & providers
- Network
- Server
- Unified Communications & CTI
- Virtualization

### Price

999,- € for min. 10 issues (=annual price) per category entry

When booking 2 categories: 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](mailto:info-osi@rosenberger.com)  
Homepage: [www.rosenberger.com/osi](http://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](mailto:info@efb-elektronik.de)  
Homepage: [www.efb-elektronik.de](http://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](mailto:vertrieb@riello-ups.de)  
Homepage: [www.riello-ups.de](http://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 ads:



# Technical data

## Inserts / bound-in 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. Booking options: Print run or partial run according to zip 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 pages	must have a bleed of 5 mm
Minimum weight	for 4-sided products 100 g / sqm
Placement	between the different parts of the arch

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

Sticker
Folded products must be closed towards the waistband and suitable for machine processing. Positioning and formats on request. Placement options: Print run and partial run of stickers according to zip code or Nielsen areas.
CDs
Positioning on request

## Technical specifications / processing

Printing methods and processing	
Cover Sheetfed offset	
Cont ents	Web offset
Paper	Improved LWC paper
Further processing	Saddle stitching
Format	Trimmed format: 210 x 297 mm +5 mm bleed on all sides
Type area	183 x 262 mm

### Purchase prices

Annual subscription print domestic: € 142.00, thereof € 112.60 magazine, € 29.40 postage  
Annual print subscription abroad: € 152.00, including € 112.60 magazine, € 39.40 postage  
Single issue print: € 15.00 incl. current VAT, plus € 3.00 shipping costs  
Annual subscription digital e-paper (domestic/abroad): € 75.00 incl. VAT, excluding shipping costs  
Single issue digital e-paper (domestic/abroad): € 7.00 incl. current VAT, excluding shipping costs

## File name

File names must be assigned according to the following pattern:

**advertiser\_connectprofessional\_issue**

(Example: Mustermann\_connectprofessional\_1\_25)

**Proofs:** are in 4-color mode based on the standard

**Content:** "PSO\_LWC\_improved\_eci (Fogra 45L)"

**Cover:** "Fogra 51 PSOcoated v3" for offset printing.

The corresponding profiles are available for download at [www.eci.org](http://www.eci.org).

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

**Black solid areas** should be underlaid with a 40% screen in cyan.

FTP access: on request



## Technical specifications

Position all image elements (e.g. 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 proofing instructions **from the following contacts:**

Jeanette Blaukat, Scheduling, Phone + 49 89 25556-1014

[DISPO.connectProfessional@wekanet.de](mailto:DISPO.connectProfessional@wekanet.de)



## Delivery date and delivery address

Please ask your known contact person for the delivery date and conditions.

Vogel Druck und Medienservice GmbH, goods receiving department  
Leibnizstraße 5, 97204 Höchberg

Delivery note: CUSTOMER insert, for connect professional - issue xy/2025



# Do you have any questions?

We will be happy to advise you!



**Eric Weis**

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+49 89 25556-1390  
[EWeis@wekanet.de](mailto:EWeis@wekanet.de)



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