



MEDIA DATA 2026 - Print

connect professional

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



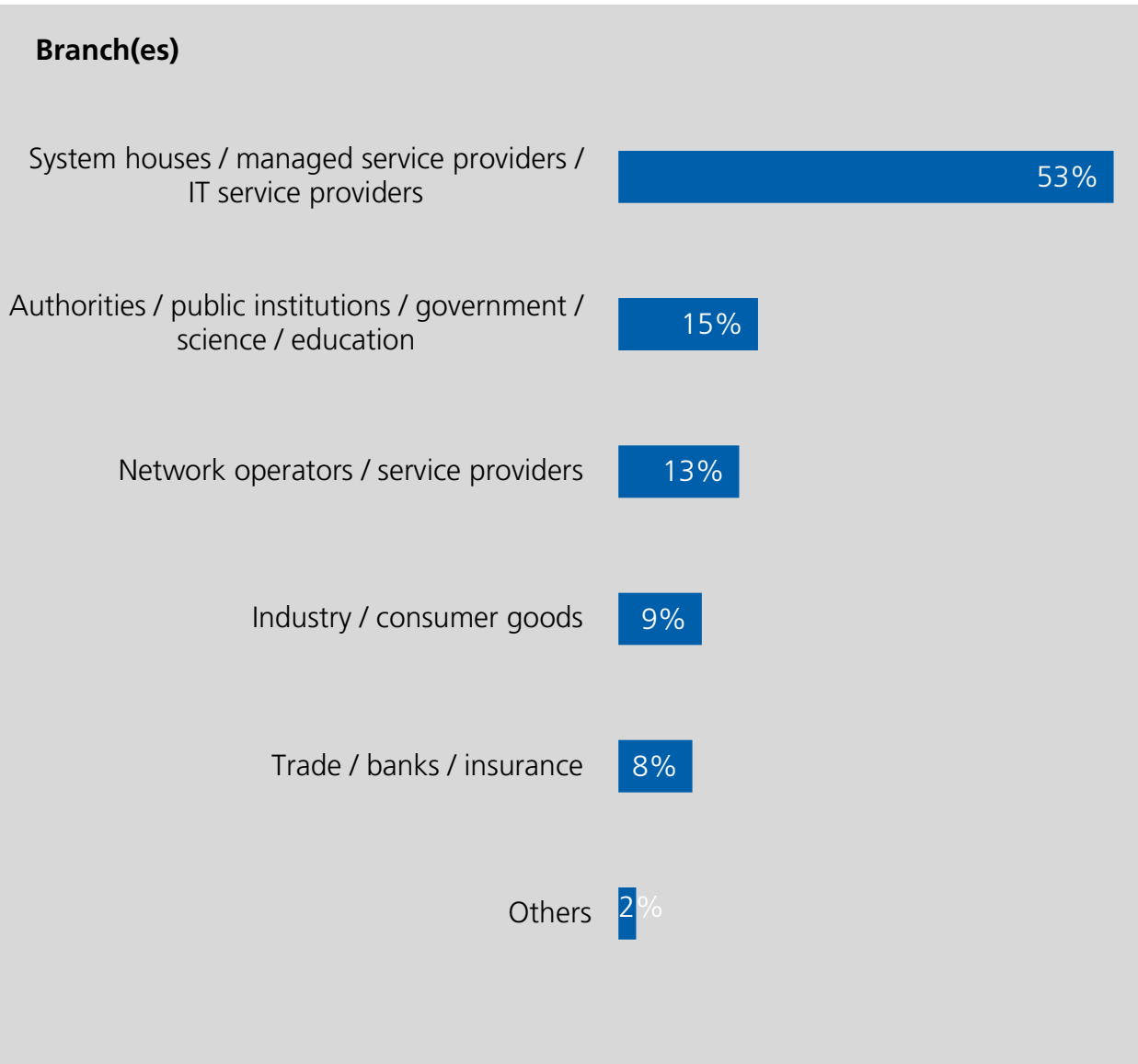
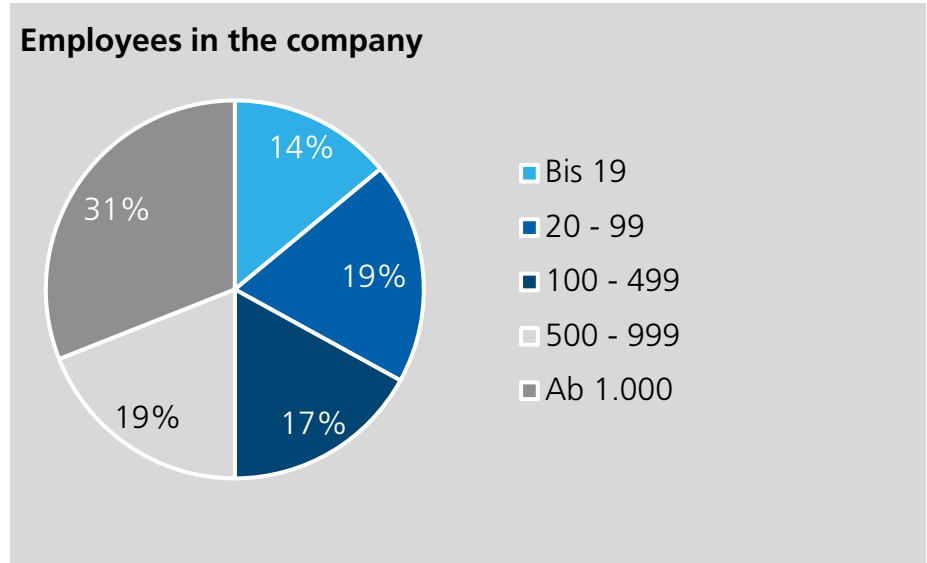
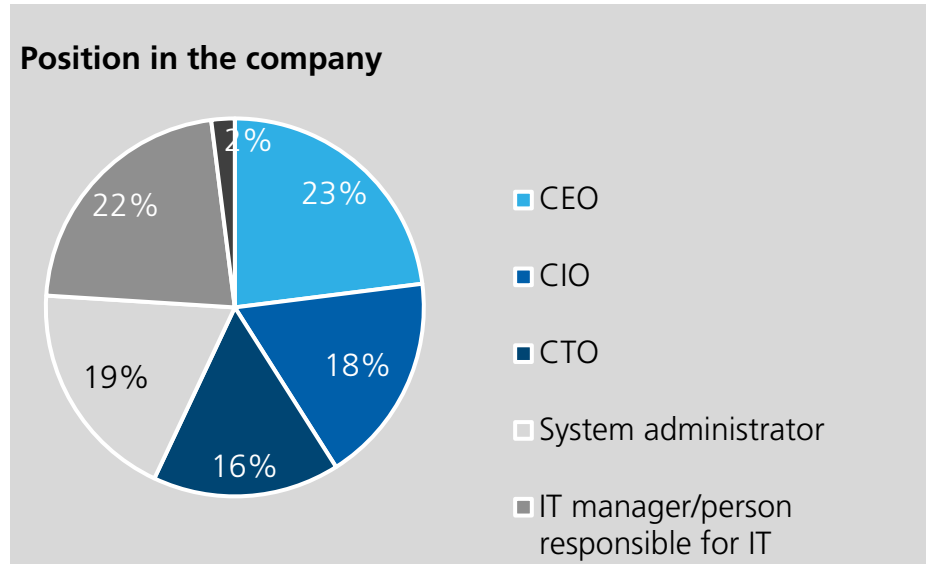
Total distributed circulation:
56.703*
Of which extended e-paper:
39.841*



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

*Source: IVW II/25

Target group



Topics / Dates 2026

Print edition with extended e-paper	EVT	Advertising deadline	DU closure	Main topics		Special
1	30.01.26	12.01.26	15.01.26	Security	Data center / IT infrastructure / Cabling	Public Sector
2	20.02.26	02.02.26	05.02.26	Modern Workplace	Connectivity	Channel / Distribution
3	20.03.26	02.03.26	05.03.26	Managed Services / Cloud	Data center / IT infrastructure / Cabling	Sustainability
4	24.04.26	02.04.26	09.04.26	Connectivity and artificial intelligence	Security	Education
5	22.05.26	30.04.26	06.05.26	Data center / IT infrastructure / cabling	Managed Services / Cloud	System house / IT service provider / MSP
6	19.06.26	29.05.26	03.06.26	Modern Workplace	Connectivity	Healthcare
7	17.07.26	29.06.26	02.07.26	Security	Modern workplace and artificial intelligence	Public Sector
8	14.08.26	27.07.26	30.07.26	Data center / IT infrastructure / Cabling	Managed Services / Cloud	Channel / Distribution
9	11.09.26	24.08.26	27.08.26	Connectivity	Modern Workplace	Sustainability
10	09.10.26	21.09.26	24.09.26	Data center / IT infrastructure / Cabling	Security	Education
11	06.11.26	19.10.26	22.10.26	Security	Connectivity	System house / IT service provider / MSP
12	04.12.26	16.11.26	19.11.26	Managed Services / Cloud	Security and artificial intelligence	Healthcare

Areas of focus

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

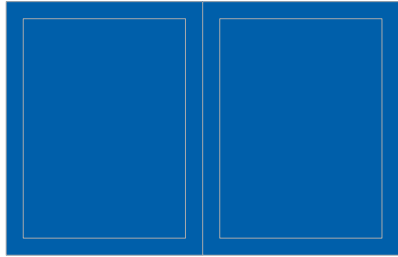
Connectivity
5G, measurement technology, wireless, campus networks, SDWAN, Industry 4.0, IoT, smart building

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

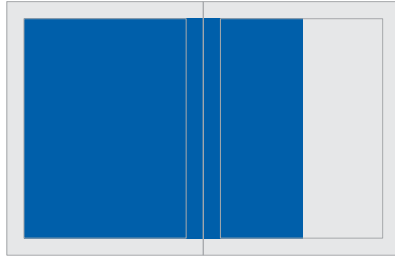
Managed Services / Cloud
IaaS, PaaS, SaaS, Big Data, Multi Cloud, Hybrid Cloud, Cloud PBX, Software, Business Intelligence

Ad formats



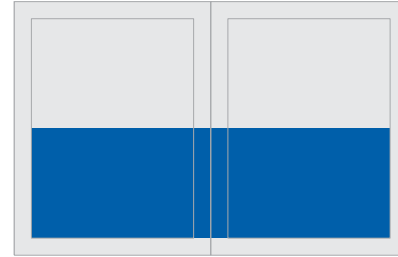
2 x 1/1 over gutter with bleed

420 x 297 mm*



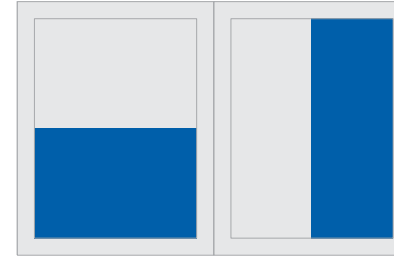
1 1/2 over waistband

315 x 297 mm*
310 x 262 mm



2 x 1/2 over waistband

420 x 148 mm*
414 x 132 mm

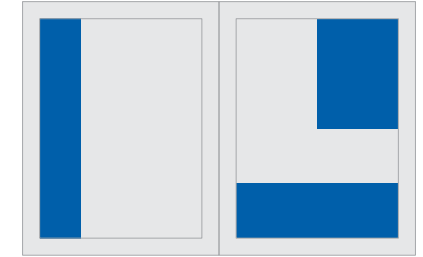


**1/2 page
landscape**

210 x 148 mm*
183 x 132 mm

1/2 page high

102 x 297 mm*
87 x 262 mm

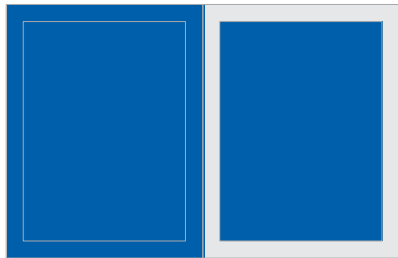


1/4 page high

52 x 297 mm*
37 x 262 mm

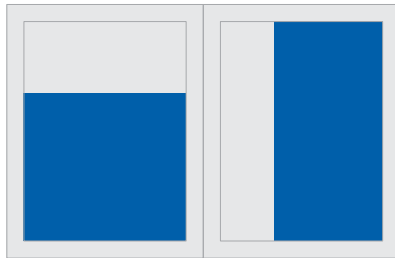
1/4 page

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

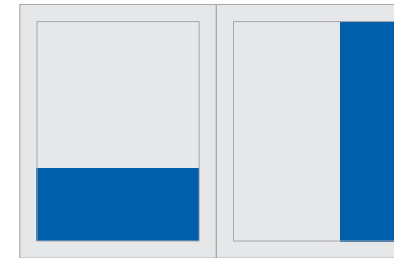
2/3 page high

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.

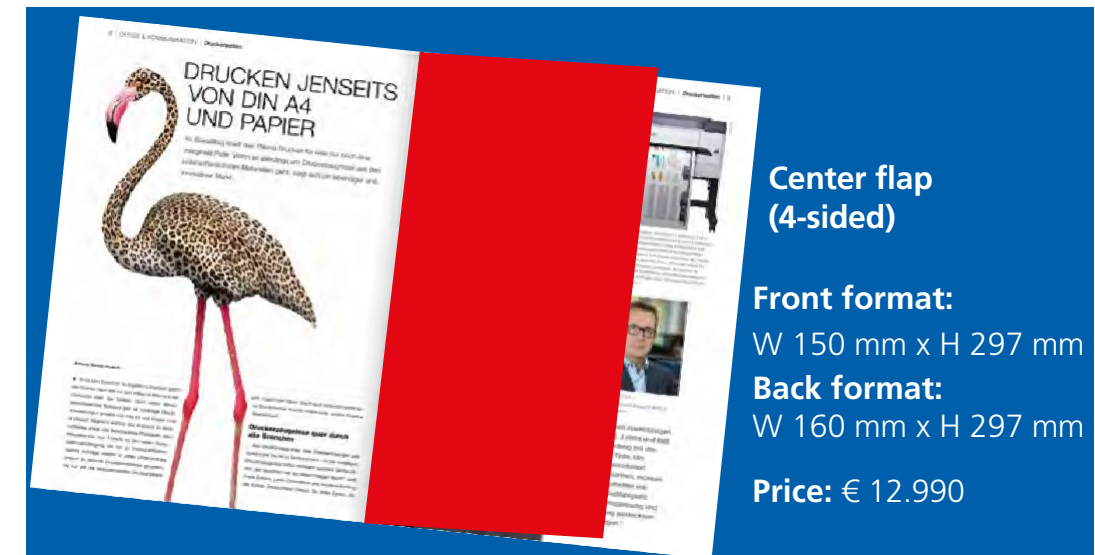
Bank details: HypoVereinsbank, Munich

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

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 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	
Contents	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_26)

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.

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 contact:**

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/2026



Do you have any questions?

We will be happy to advise you!



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 near Munich



+49 89 25556 1390



www.weka-media-publishing.de

