

Rate Card 2024

Price List No. 21
Valid from 01.12.2023

CONTENT

Page 1	Portrait / Publisher
Page 2	Editorial Calendar / Closing Dates 2024
Page 3	Price List No. 21 / Payment Terms
Page 4	Special Ad Formats / Supplements
Page 5	IT Recruiting Packages
Page 6	Online Advertising at www.it-administrator.de / Banners
Page 7	Online Advertising / Newsletter Ads
Page 8	Online Advertising / Sponsored Posts
Page 9	Online Advertising / Mailings
Page 10	Print Data / Digital Data und Data Transfer

 **Heinemann Verlag**



WISSEN, WAS ZÄHLT

Geprüfte Auflage
Klare Basis für den Werbekontakt

1. Short Portrait:

IT-Administrator is the real life oriented magazine for professional system and network administrators. Beside up-to-date announcements about new products and services, close to reality product tests and technical background reports, the focus lies in particular on articles which actively support the administrator in his day to day work: Workshops, tips and tricks as well as reports about the use of a wide range of products in the real world.

In addition to the 12 regular issues per year, since 2008 IT-Administrator publishes two exclusive issues. They cover very detailed a certain topic of high relevance for the daily job of a network responsible.

The website at www.it-administrator.de has about 50,000 visitors monthly and provides the target group with many tips & tools, workshops, software to download, as well as daily news for the system and network responsible.

2. Readership / Target Group:

System and Network Administrators,
IT Administrators, Network Managers and Specialists,
IT Directors/Managers, System Integrators
and ICT Service Companies

3. Frequency:

12 Issues per year + 2 Special Editions

4. Volume:

21

5. Website:

<http://www.it-administrator.de>

6. Publisher:

Heinemann Verlag GmbH
Leopoldstraße 87, D-80802 Munich
Tel.: +49 (0)89 4445408-0, Fax: +49 (0)89 4445408-99
E-Mail: info@heinemann-verlag.de

7. Editorial Staff:

John Pardey (Chief Editor), Daniel Richey (Senior Editor),
Lars Nitsch (Editor)
Tel.: +49 (0)89 4445408-10, Fax: +49 (0)89 4445408-99
E-Mail: redaktion@it-administrator.de

8. Advertising:

Anne Kathrin Heinemann, Head of Advertising
Tel.: +49 (0)89 4445408-20, Fax: +49 (0)89 4445408-99
E-Mail: kathrin@it-administrator.de

9. Print:

Medienschiff BRuno
Print und Medienproduktion Hamburg GmbH

10. Purchase Price:

Annual subscription incl. shipping and 7% added value tax (VAT):
National: € 159,- / International, Europe: € 180,-
Copy price: € 14,80

11. ISSN-No.:

1614-2888

12. Format:

210 mm x 297 mm

13. Circulation:

10,970 Copies (4,347 ePaper)

14. Subscription:

6,895 Subscriptions (1,166 ePaper)

(IVW III/2023)

10,422 Sold Circulation in total (4,321 ePaper)



WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbermarkt

Issue	Main Focus	Editorial Deadline	Closing Date	Material Deadline	Date of Publication
01/24	Infrastructure & Asset Management	16.10.2023	28.11.2023	07.12.2023	29.12.2023
02/24	Software Distribution & Patch Management	06.11.2023	18.12.2023	11.01.2024	31.01.2024
03/24	Storage Management	05.12.2023	30.01.2024	09.02.2024	29.02.2024
04/24	Small Business IT	16.01.2024	27.02.2024	08.03.2024	28.03.2024
Special Issue I/2024	PowerShell	12.12.2024	01.03.2024	21.03.2024	30.04.2024
05/24	Zero Trust	14.02.2024	27.03.2024	10.04.2024	30.04.2024
06/24	Data Bases & Applications	12.03.2024	25.04.2024	08.05.2024	31.05.2024
07/24	Industry Networking	11.04.2024	28.05.2024	10.06.2024	28.06.2024
08/24	Helpdesk & Support	16.05.2024	01.07.2024	11.07.2024	31.07.2024
09/24	Collaboration	18.06.2024	30.07.2024	09.08.2024	30.08.2024
10/24	Identity & Data Protection	17.07.2024	29.08.2024	10.09.2024	30.09.2024 it-sa Nürnberg, 22.-24.10.2024
Special Issue II/2024	Active Directory	15.05.2024	03.09.2024	23.09.2024	31.10.2024
11/24	Cloud Management	16.08.2024	27.09.2024	10.10.2024	31.10.2024
12/24	Backup & Archiving	16.09.2024	29.10.2024	11.11.2024	29.11.2024
01/25	to be defined	11.10.2024	25.11.2024	05.12.2024	31.12.2024

Circulation: 10,970 Copies (4,347 ePaper)

Subscriptions: 6,895 Copies (1,166 ePaper)

Sold Circulation in total: 10,422 Copies (4,321 ePaper)

IWW III/2023



WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt

- 1. Circulation:** 10,970 Copies - including 4,347 ePaper (IVW III/2023)
Specials: 5,000 Copies
- 2. Format:** Trim Size: 210 mm width x 297 mm length,
Bleed Size: 216 mm width x 303 mm length,
3 mm trim at the outer edges
Type Area: 180 mm width x 267 mm length,
3 columns each 56 mm
- 3. Printing and Binding Method:** 4c Offset Printing, Perfect Binding
- 4. Dates:** Frequency: 12 issues per year + 2 special editions
Publication Date: at the beginning of the month
- 5. Publisher:** Heinemann Verlag GmbH,
Leopoldstraße 87, 80802 München,
<http://www.heinemann-verlag.de/us/>
- Advertising:** Anne Kathrin Heinemann, Director Advertising
Tel.: +49 (0)89 4445408-20, Fax: +49 (0)89 4445408-99,
E-Mail: kathrin@it-administrator.de
- 6. Payment Terms:** Payment within 14 days after date of invoice only netto.
Payment via bank collection authorization or within 5 days after date of invoice 2% discount. Payment within 10 days after date of order confirmation 3% discount.
- Bank Details:** Volksbank Raiffeisenbank Mangfalltal-Rosenheim,
BLZ: 711 600 00, Account Nr.: 261 8150
For payments from abroad:
IBAN: DE 61 7116 0000 0002 6181 50 BIC: GENODEF1VRR

7. Advertising formats and prices:

Advertisements	Type Area	Trim Size	b/w-4c
1/1 Page	180 x 267 mm	210 x 297 mm	€ 4.410,-
2/3 Page Vertical	118 x 255 mm	133 x 297 mm	€ 3.350,-
2/3 Page Horizontal	180 x 156 mm	210 x 176 mm	€ 3.350,-
Junior Page	118 x 169 mm	133 x 189 mm	€ 3.010,-
1/2 Page Vertical	90 x 255 mm	102 x 297 mm	€ 2.620,-
1/2 Page Horizontal	180 x 123 mm	210 x 143 mm	€ 2.620,-
1/3 Page Vertical	56 x 255 mm	71 x 297 mm	€ 1.810,-
1/3 Page Horizontal	180 x 78 mm	210 x 98 mm	€ 1.810,-
1/4 Page Horizontal	180 x 55 mm	210 x 75 mm	€ 1.400,-
1/4 Page Squared	118 x 84 mm	133 x 104 mm	€ 1.400,-
1/8 Page Horizontal	180 x 30 mm	210 x 50 mm	€ 740,-
1/9 Page Squared	58 x 75 mm	-	€ 620,-
Cover Page	180 x 267 mm	210 x 297 mm	€ 5.000,-
2/1 Page	390 x 267 mm	420 x 297 mm	€ 7.600,-
Advertorials*			
1/2 Page	180 x 123 mm	210 x 143 mm	€ 1.850,-
1/1 Page	180 x 267 mm	210 x 297 mm	€ 2.650,-
2/1 Page	390 x 267 mm	420 x 297 mm	€ 3.890,-

Advertisements in trim size should be prepared with additional 3-5 mm trim on all edges which will be cut off in the printing process. Relevant elements like text and pictures should have at least a distance of 5 mm to trim size edge.

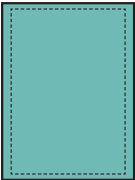
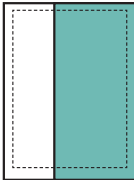
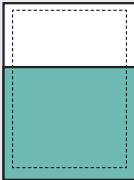
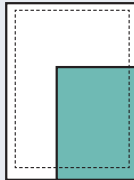
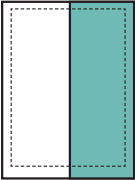
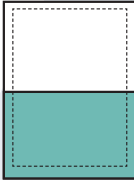
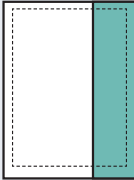
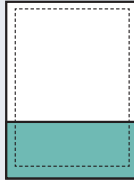
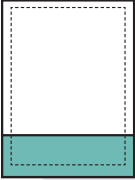
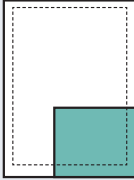
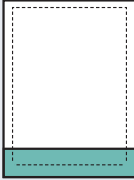
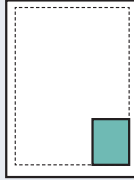
*Combination with Online Advertorials possible

8. Loose Inserts:

€ 259 per 1,000 (25g)
 each further 5g + € 10); incl. postage
 Maximal format: 195 mm x 280 mm

9. Further special advertising formats:

Banderoles or half covers/flying pages are available at request.

			
Type Area 180 x 267 mm Trim Size 210 x 297 mm	Type Area 118 x 255 mm Trim Size 133 x 297 mm	Type Area 180 x 156 mm Trim Size 210 x 176 mm	Type Area 118 x 169 mm Trim Size 133 x 189 mm
1/1 Page	2/3 Page Vertical	2/3 Page Horizontal	Junior Page
			
Type Area 90 x 255 mm Trim Size 102 x 297 mm	Type Area 180 x 123 mm Trim Size 210 x 143 mm	Type Area 56 x 255 mm Trim Size 71 x 297 mm	Type Area 180 x 78 mm Trim Size 210 x 98 mm
1/2 Page Vertical	1/2 Page Horizontal	1/3 Page Vertical	1/3 Page Horizontal
			
Type Area 180 x 55 mm Trim Size 210 x 75 mm	Type Area 118 x 84 mm Trim Size 133 x 104 mm	Type Area 180 x 30 mm Trim Size 210 x 50 mm	Type Area 58 x 75 mm
1/4 Page Horizontal	1/4 Page Squared	1/8 Page Horizontal	1/9 Page

Address for Delivery of Supplements, Bound Inserts and Affixed Advertisement Material:

Lehmann Offsetdruck GmbH, Stichwort Medienschiiff BRuno, Job-Nr. 230-00-011
 Gutenbergring 39, 22848 Norderstedt

Supplements need to be cohesive at one side at least. On delivery they have to be settled loose on a Euro stillage and secured with wrapping for transport.

Efficient IT Personnel Marketing with Accurate Target Group Advertising Print and/or Online

Package 1 / Print:

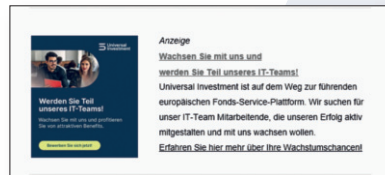
- a) Print Series: 3 x 1/1 page 4c – in consecutive issues – placement best possible on an early right hand side or cover page
Package price: € 5.900
- b) Print Series: 3 x 1/2 page 4c vertical (eventually on page 5) or horizontal – in consecutive issues – placement best possible on an early right hand side
Package price: € 3.500
- c) Print Series: 3 x 1/3 page 4c vertical or horizontal – in consecutive issues – placement best possible on an early right hand side
Package price: € 2.400

Package 2 / Digital:

- 3 Text Link Ads in weekly E-Mail Newsletter (see page 7) -within 6-12 weeks – 6.000 Unique Opens guaranteed
- + Billboard (see page 6) - 15.000 Ad Impressions – running 6-8 weeks
- + Sponsored Post (see page 8) as image advertising/employer description/job description
- + Editorial Post of job description in IT-Administrator facebook and LinkedIn group
- Package price: € 3.825, -

Package 3 / Combination Print/Digital / at a discount of 10%:

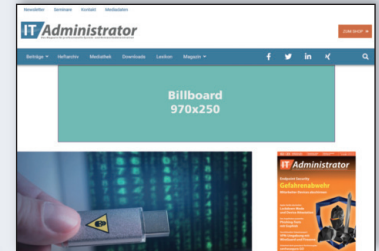
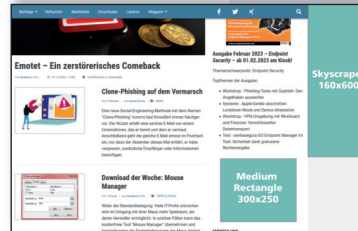
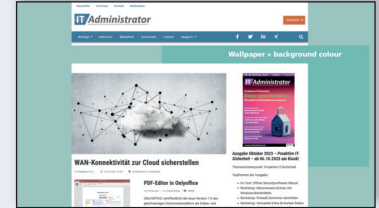
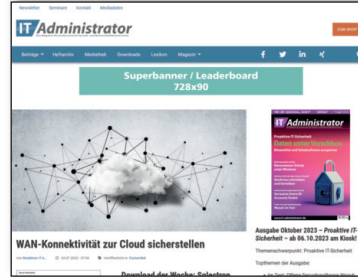
- a) Package Price € 7.752,50
- b) Package Price € 6.592,50
- c) Package Price € 5.602,50



Individual Packages at request.

Page Impressions: approx. 80,000 per Month
Visits: approx. 50,000 per Month

- 1. Superbanner / Leaderboard 728 x 90 Pixel or 970 x 90 Pixel**
CPM € 90 or € 120
- 2. Wide Skyscraper 160 x 600 Pixel**
CPM € 80
- 3. Medium Rectangle 300 x 250 Pixel**
Medium Rectangle CPM € 95
- 4. Billboard 970 x 250 Pixel or 800 x 250 Pixel**
CPM € 140
- 5. Wallpaper (Leaderboard+Skyscraper) +background colour (if wanted)**
CPM € 150
- 6. Standard Mobile Banner 300 x 50 / 75 / 150 Pixel**
Expandable up to 300 x 300 (or 320 x 320)
MMA 6:1 CPM € 20
MMA 4:1 CPM € 20
MMA 2:1 CPM € 30



Marketers for Agency Business:

businessAD

Mehr Wert für Marken

Business Advertising GmbH
Tersteegenstraße 30
D-40474 Düsseldorf

Tel.: +49 211 - 179 347-50
info@businessad.de
www.businessad.de

technical specifications:
<https://www.businessad.de/specs>

1. Text Link Ad in Weekly E-Mail Newsletter (11,000 Subscribers)

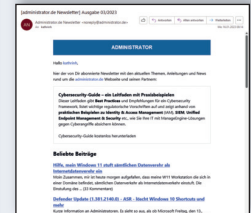
Including: Headline (max 60 characters) + up to 250 characters text + link
 + picture/graphic in JPG (etc) format 700x800 px (max 100 kB)
 Price per Ad: € 645

2. Text Link Ad in Weekly Administrator.de Newsletter (20,000 Subscribers)

Including: Headline (max 60 characters) + up to 200 - 300 characters text + link
 Price per Ad: € 845



Text Link Ad
IT-Administrator Newsletter



Text Link Ad
Administrator.de Newsletter

Contact/Media Sales:

Anne Kathrin Heinemann, Head of Advertising
 Tel.: +49 (0)89 4445408-20, Fax: +49 (0)89 4445408-99
 E-Mail: kathrin@it-administrator.de

Sponsored Post (Advertorial*,**)

Distribution:

On the homepage for at least 1 month, of it at least the first 6 days including opening credits. Then placement thematically appropriate according to set tags. Search engine effective. If interested, an image / text ad in the weekly newsletter included.

Spezifikationen:

1-2 images, in JPG / PNG / GIF format with 840 x 560 px (max. 250kB). The wished **teaser image** please also with 700 x 800 px (max. 100kB) .

Heading with max. 80 characters including spaces and special characters.

Opening credits with max. 300 characters, without boldings and links.

Text length 1,500 to 3,000 characters, a maximum of 2 links in the text. Bold text only for subheadings.

In addition, **company logo** with approx. 500 x 500 px and portrait max. 600 characters, if requested.

Price € 1,500 (without ad in weekly newsletter: € 990)

Variant: Sponsored Post long (Advertorial)

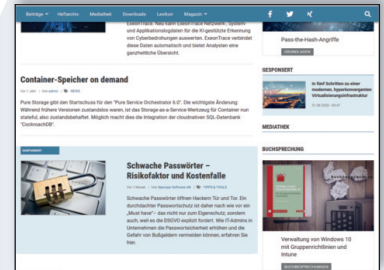
Difference: 2-5 images as above, text length 3,000-5,000 characters, a maximum of 3 links in the text, plus a **second ad** in the weekly newsletter.

Price € 2,300 (without advertisements in NL: € 1,300)

The approval of the material and final editing lies with the IT-Administrator editorial team. It must be an exclusively produced text for this purpose. Pure advertising copy is not recommended. IT-Administrator readers are particularly interested in high-quality technical content. Duration approx. 1 year, then review and decision to continue or delete by the publisher.

*It's possible to combine it with a **print advertorial**, price on request.

** It's possible to combine it with a **showcase** at Administrator.de, see: <http://administrator.de/showcase>, price on request.



Visibility on Homepage



Example Headline, Opening Credits, Teaser Picture

Contact/Media Sales:

Anne Kathrin Heinemann, Head of Advertising
 Tel.: +49 (0)89 4445408-20, Fax: +49 (0)89 4445408-99
 E-Mail: kathrin@it-administrator.de

Stand Alone E-Mailing

a) HTML Mailing to 2,900 IT-Administrator Readers

Up to 1.000 characters text + title graphic (660 x 250 px, Logo included)

Conditions: This mailing should include a special offer for our readers / subscribers, i.e. a special discount or a promotion code. Alternatively it could contain an interesting e-book, survey and / or a lottery.

Price € 1,390

b) Text Mailing or HTML Mailing to 40,000 Admins/User of the Website/Forum Administrator.de

About 1.000 – 1.500 characters text + title graphic (1.920 x 1.062 px, Logo included)

Conditions: This mailing should include a special offer, i.e. a special discount or a promotion code.

Alternatively it could contain an interesting survey and / or a lottery.

Price available on request.



Mailing IT-Administrator



Mailing Administrator.de

Contact/Media Sales:

Anne Kathrin Heinemann, Head of Advertising

Tel.: +49 (0)89 4445408-20, Fax: +49 (0)89 4445408-99

E-Mail: kathrin@it-administrator.de

Contact:

Production Department IT-Administrator:
Lightrays - Andreas Skrzypnik
Tel: +49 (0)89 4445408-88
Fax: +49 (0)89 4445408-99
E-Mail: dispo@it-administrator.de

1. Advertisement Data Formats:

- In general, only High-End-PDF files are accepted. Please deliver them not separated and with fonts included.
- Advertisement data which is not delivered as a High-End-PDF file but produced at a PC can be delivered as QuarkXPress up to version 2016, Illustrator up to CS4 and Photoshop up to CS4. However in such a case we cannot guarantee for the correctness of this advertisement data then.
- For advertisement data produced at a MAC and not delivered as a High-End-PDF file we unfortunately have to charge a handling fee.

2.2. Further Important Criteria:

- Decorative colours (e.g. HKS, Pantone) as well as RGB cannot be applied. Please create in process colours CMYK according to Euroskala.
- Photos / pictures should have 300dpi resolution and line pictures 1200 dpi resolution.
- Picture data formats can only be accepted as Tiff, EPS or JPEG.

3. Data Transfer:

by E-Mail to dispo@it-administrator.de, maximum size 150 Mbytes