Media information 2024

Advertising rate card no. 49
valid from 04/01/2024

4-5|2024

www.springerprofessional.de

IT-Director
Lösungen – Infrastruktur – Management

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Interview mit Matthias Ochs,
CEO von Genua

We're there for you!

Your contact partners in the advertising marketing department:

Robert Horn
Sales Management

phone + 49 (0) 611 / 78 78 – 223
robert.horn@springernature.com

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Media Sales

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Contact

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Springer Fachmedien

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Newsletter

1	**Title:**	Business magazine for IT-Manager & CIOs	
2	**Brief description:**	**IT-Director** is designed as a business magazine and reports on the use of state-of-the-art information and communication technologies in large companies and corporations. The focus is on cost-benefit optimization and investment security. Thanks to its exclusive reporting and high-quality layout, **IT-Director** plays a leading role among IT magazines.	
3	**Target group:**	Chief Information Officer (CIO), managing directors or board members, budget and IT managers or opinion leaders (consultants/analysts)	
4	**Frequency:**	10 times a year	
5	**Magazine size:**	210 mm × 297 mm	
6	**Year of publication:**	29th volume 2024	
7	**Subscription price:**	Yearly subscription	
		Germany	€ 75 (incl. V.A.T. + p&p)
		Europe	€ 99 (excl. V.A.T. / incl. p&p)
		Overseas	€ 135 (excl. V.A.T. / incl. p&p)
		Single issue	€ 9 (incl. V.A.T. + p&p)
8	**Official journal of:**	–	
9	**Membership:**	–	

12 Advertising: **Robert Horn** (Sales Management)
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13 Editor: **Lea Sommerhäuser** (editor in charge)
lea.sommerhaeuser@springernature.com
phone + 49 (0) 611 / 78 78 – 013

Alexander Lorber
alexander.lorber@springernature.com
phone + 49 (0) 611 / 78 78 – 014

14 Scope analysis: on request

15 Content analysis of the editorial part: on request

IT-Director
Business • People • Companies

AMF

This overview of the subjects scheduled for 2024 is intended for your planning. We reserve the right to make changes if necessary.

Issue, month AD	CD	PD [1]	Fairs, events, congresses	Locations	Dates	Topics	Regular topics and sections
Issue 1-2 AD 2024/02/02 CD 2024/02/08 PD 2024/02/29	**Zukunft Personal Süd** **LogiMAT**	Stuttgart Stuttgart	03/05-06 03/19-21	• Modern warehouse and transport logistics • Strategic IT outsourcing, nearshoring and offshoring • Keeping an eye on the climate: Energy management	• From the field: IT managers from large companies and corporations provide insights into their IT projects and strategies • Automation, robotics, robotic process automation (RPA) • Backup and high availability • Business intelligence (BI) and big data analyses, artificial intelligence (AI), machine learning • Cloud computing (DaaS, IaaS, PaaS, SaaS), edge computing • Customer relationship management (CRM), chatbots • Desktop, storage and server virtualization • Energy efficiency and data center infrastructures (DC) • Enterprise content management (ECM), archive and document management system (DMS) • Exclusive cover interviews with the managing directors of market-leading ICT providers • Finances: Banking, budget planning, payment solutions • High performance computing (HPC), servers • Industry 4.0, Internet of Things (IoT), M2M
Issue 3 AD 2024/03/01 CD 2024/03/07 PD 2024/03/28	**Hannover Messe** **Zukunft Personal Nord**	Hanover Hamburg	04/22-24 04/23-24	• **SPECIAL: Artificial intelligence (AI)** • Industry 4.0: Internet of Things (IoT), smart factories	
Issue 4-5 AD 2024/04/26 CD 2024/05/03 PD 2024/05/31				• ICT technologies for the modern workspace • Online retail: M-payment in e-commerce • IT security: the fight against cybercrime, managed services, IT services	
Issue 6 AD 2024/05/31 CD 2024/06/06 PD 2024/06/27				• **SPECIAL: Cloud Computing** • Enterprise Content Management (ECM) • document management system (DMS)	
Issue 7-8 AD 2024/07/23 CD 2024/07/29 PD 2024/08/19				• HR: Finding and retaining the right staff • Artificial intelligence (AI) needs big data • Understanding complex IT networks	

IT-Director
Business • People • Companies

AMF

Issue, month AD | CD | PD [1]	Fairs, events, congresses	Locations	Dates	Topics	Regular topics and sections
Issue 9 AD 2024/08/19 CD 2024/08/26 PD 2024/09/16				• Data centers: The backbone of digitalization • IT service management (ITSM), help and service desks • Effective marketing thanks to innovative advertising methods	• IT service management (ITSM), helpdesk, service desk • IT security, cybercrime • Circular economy: sustainability, IT recycling, energy solutions • License management, IT asset management • Networks, network and system management • Personnel management, human resources, employee experience • Focus on politics: news from the ICT initiatives of the German government, ministries and associations • Project and portfolio management • Regular strategy interviews with leading providers in the industry • Software development, low-code platforms • Software for financial accounting and controlling • Dates: Trade fairs, congresses and seminars • Drivers of the digital transformation • Unified Communications & Collaboration (UCC), Modern Workspace, Social Media
Issue 10 AD 2024/09/13 CD 2024/09/19 PD 2024/10/14	it-sa	Nuremberg	10/22-24	• **SPECIAL: IT security** • Working 4.0: Unified Communications and Collaboration (UCC)	
Issue 11 AD 2024/10/14 CD 2024/10/18 PD 2024/11/12				• Smart retail solutions for the point of sale (PoS) • Modern license management • Green IT, sustainable circular economy	
Issue 12 AD 2024/11/12 CD 2024/11/18 PD 2024/12/09				• **SPECIAL: ERP solutions** • Cloud: private, public or multi? • Keeping an eye on finances: IT budget planning, mobile banking	

[1] AD = Advertising deadline | CD = Printing material deadline | PD = Publication date
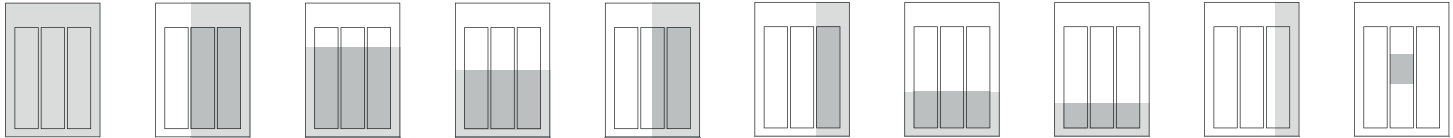
1 Advertisement formats and prices

Formats	Type area formats width × height in mm	Format for bleed ads width × height in mm**	Basic price in Euro	2-colours* in Euro	3-colours* in Euro	4-colours* in Euro
2/1 pages		420×297	**19,500**	**20,700**	**21,900**	**23,100**
1/1 page	186×270	210×297	**9,300**	**9,900**	**10,500**	**11,100**
Juniorpage	138×210	150×222	**4,950**	**5,550**	**6,150**	**6,650**
1/2 page upright | horizontal	90×270 | 186×131	102×297 | 210×145	**4,650**	**5,250**	**5,850**	**6,450**
1/3 page upright | horizontal	62×270 | 186×90	70×297 | 210×103	**3,100**	**3,700**	**4,300**	**4,900**
1/4 page upright | horizontal | block	42×270 | 186×63 | 90×131	54×297 | 210×76 | 102×144	**2,325**	**2,925**	**3,525**	**4,125**
Island display	53×60		**2,480**	**3,080**	**3,680**	**4,280**

* ISO-Skala | ** plus 3 mm bleed difference on all sides | Further formats on request | Prices excl. VAT

2 Additional fees:

Placement:	2nd, 3rd and 4th cover pages 4c	10 %
	Binding placement requests	10 %
Colour:	each additional colour	on request
Formats:	Ads over the binding:	10 % of the b/w price
	Trimmed Ads	10 % of the b/w price

3 Discounts: applicable for orders placed within the advertising year

Quantity Scale		Length Scale	
for 3 ads	5 %	3 pages	5 %
for 6 ads	10 %	6 pages	10 %
for 9 ads	20 %	9 pages	20 %

Only one discount scale may be applied.
Discounts apply to all additional fees: colour, placement and bleed fees. Discounts do not apply to special costs or additional technical costs.

4 Columns:
**Job advertisements /
business connections** on request

**5 Special advertising
forms:**
on request

Loose / fixed Inserts: (no discounts available)
Format max. 203 mm × 272 mm
per thousand, up to 25 g € 365
Price for heavier inserts on request

Stick-on advertising material: on request

6 Contact:

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phone + 49 (0) 611 / 78 78 – 223
robert.horn@springernature.com

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hendrik.dreisbach@springernature.com

Regina Longerich (Media Sales)
phone + 49 (0) 611 / 78 78 – 015
regina.longerich@springernature.com

7 Payment conditions: Payment within 10 days with 2% discount, net within 30 days after invoice date.
15 % agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information: Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
BLZ: 100 700 00 | Account: 069700300
Swift/BIC: DEUTDEBB
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at
www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

1 Journal format:
210 mm wide × 297 mm long
Print space: 186 mm wide × 270 mm long

2 Printing and binding methods:
Offset, adhesive binding

3 File transfer:
via E-Mail to:
admanagement@springernature.com
Maximum file size: 10 MB!

4 File formats:
Please send printable PDF X3 files. Please use PDF version 1.3 for your document (no transparencies, please). Please add 3 mm at the edges in bleed advertisements. A double-page should be one pdf file.
It is recommended to create double-page spreads without doubling the gutter. All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.

5 Colours:
Ensure that all figures and colors are separated into its CMYK components. Please define black as pure black without any tone in the three color channels. Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black. Please also convert any spot colors into the corresponding CMYK definitions. Color application should not exceed 300 percent. We recommend profile ISOcoated_v2_300. Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

6 Support to:
Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de

7 Proofs:
Since we use Process Standard Offset (PSO) printing, we don't need proofs.

8 File archiving:
Since files are archived for 1 year, repeat printings of the unchanged files are possible as a rule. However, we do not offer a guarantee as to file availability.

9 Liability:
The commissioning party assumes responsibility for the timely submission of the advertising text and suitable, error-free printing materials and/or inserts. Should clearly unsuitable or damaged materials be submitted, the publisher will demand their immediate replacement. Should no suitable materials be submitted, the publisher will print the advertisement in the quality the submitted materials allow.

10 Contact:
Ad Management
admanagement@springernature.com

IT-Director
Business • People • Companies

Show your industry expertise and use these attractive forms of advertising, to put your company in the focus of your target group!

We individually design packages for you according to your wishes and needs.

Best Practice
„In the company"

Scope:
1-2 pages

Components:
Box with key facts

Company logo

Integrated interview box with 3 questions

Company profile
„In view"

Scope:
2 pages

Components:
Portrait about the company

Highlighting of news: e.g. new products, new corporate strategy, new company structure etc.

Interview
„In conversation"

Scope:
1-2 pages

Components:
3-6 questions

Photo of the person interviewed

Company portrait with logo

Roundtable
„In discourse"

Scope:
4 pages

Components:
Expert discussion on a specific subject

Publication (4 page follow-up report) in the magazine

Note: All corporate content formats are marked as a special advertisement publication.

We will be happy to inform you about the various offers:

Robert Horn (Sales Management)
phone + 49 (0) 611 / 78 78 – 223
robert.horn@springernature.com

1 Circulation monitoring:

2 Circulation analysis:
average number of copies per issue in one year
(1st quarter 2023)

Print run:	3,300		
Actual distributed circulation (ADC):	2,935	**of which, abroad:**	
Copies sold:	69	**of which, abroad:**	
Subscription copies:		**of which, member copies:**	
Individual sales:			
Other sales:			
Voucher copies:	2,866		
Reminder, archive and record copies:	0		

3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	**copies**
Germany	91.5	
Foreign countries	8.5	
Actual distributed circulation (ADC)	100.0	2,935

3.1 Coverage in Germany structured according to postcode areas:
current coverage on request

4 Digital distribution:

All printed issues of **IT-Director** are also published in electronic form, as well as in the digital library springerprofessional.de, which is used by an average of 230,000 unique visitors per month.
(source: AGOF daily digital facts 2023-03)

AGOF

1	**Web adress (URL):**	springerprofessional.de/business-it
2	**Brief description:**	Excellent specialist editorial teams select and summarize current topics in the fields of IT strategy, IT management, information management, business informatics and Industry 4.0 for the target group.
3	**Target group:**	IT decision-makers, IT managers, CIOs, management consultants, software providers, users of information and communication systems.
4	**Publishing company:**	Springer Fachmedien Wiesbaden GmbH
	Contact editor:	**Lea Sommerhäuser** phone + 49 (0) 611 / 78 78 – 013 lea.sommerhaeuser@springernature.com
		Alexander Lorber phone + 49 (0) 611 / 78 78 – 014 alexander.lorber@springernature.com
	Contact advertising:	**Robert Horn** (Sales Management) phone + 49 (0) 611 / 78 78 – 223 robert.horn@springernature.com
		Hendrik Dreisbach (Media Sales) phone + 49 (0) 611 / 78 78 – 019 hendrik.dreisbach@springernature.com
		Regina Longerich (Media Sales) phone + 49 (0) 611 / 78 78 – 015 regina.longerich@springernature.com
	For Agencies:	Business Advertising GmbH phone + 49 (0) 211 / 17 93 47 – 50 werbung@businessad.de
5	**Usage data:**	on request

Springer Professional
Fachwissen. Digital. Finden.

1 Advertisement formats and prices (Prices in Euro)

Web	pixel formats (w × h)	CPM	kB
Fullsize Banner	468 × 60	110	max. 120
Superbanner (Bigsize)	728 × 90	110	max. 120
Sky Scraper	120 × 600	121	max. 120
Wide Sky Scraper	160 or 200 × 600	121	max. 120
Medium Rectangle	300 × 250	110	max. 120
Wallpaper (Superbanner + Sky Scraper)*	728 × 90 + 120 × 600	198	each max. 120
Billboard	770 | 800 | 870 or 970 × 250	198	max. 120
Half page	300 × 600	198	max. 120

* Background colouring on request.

Details on special ad formats on request.

Information on special forms of advertising such as white papers, advertorials, special themed newsletters etc. is available on request.

2 Discounts:
Conditions agreed on for print media do not apply for online media.

3 Payment conditions:
Payment within 10 days with 2% discount, net within 30 days after invoice date. 15 % agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handels register); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information:
Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
BLZ: 100 700 00 | Account: 069700300
Swift/BIC: DEUTDEBB

You can find our general terms and conditions at
www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

Information on special forms of advertising such as whitepapers, advertorials, special topic newsletters, microsites, premium partnerships and much more is available on request.

1 Data formats:

GIF, HTML, JPEG
Redirects possible
Size: max. 120 kB per advertisement. The maximum allowable file size is based on the file size of the respective file(s).

The publisher reserves the right to reject files that are particularly CPU-intensive. The CPU load of HTML 5 should not exceed 25% on a currently configured standard computer. If the CPU load slows down the scrolling of a website or starts to jerk, which can limit the usability of the website. Reducing the CPU load by reducing the number of animated objects as well as the motion of animated objects can help.

Sound can be included in advertisements, provided the following conditions are met:
– At the start of the advertisement, the sound must be turned off. Only a specific action on the part of the user (click) should activate the sound.
– There should be a clearly visible button to turn off the sound.
– When the ad (e.g. its layer) is closed, the sound must automatically end.

Information on Flash, expandable advertisements, HTML – especially HTML 5, and the use of redirects: www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery

2 Delivery address: banner-wiesbaden@springernature.com

3 Delivery deadline: Up to 5 business days before placement. Target link: Please be sure to include the target link for each ad.

4 Newsletter advertisements: If newsletter-format ads are submitted, please note that the advertising media must not contain any animations. These are not supported by all e-mail programs, so we do not accept animated newsletter banners.

5 Contact: Ad Management
banner-wiesbaden@springernature.com

IT-Director
Business • People • Companies

Online special forms of advertising
Interact with the target group!

Show your industry expertise and use these attractive forms of advertising, to put your company in the focus of your target group!

We individually design packages for you according to your wishes and needs.

Webinar

Bring your products/services closer to your (potential) customers interactively and audiovisually.

Opportunities and benefits:
- Convey content live and interactively
- accompanied or controlled by a competent journalist
- virtual, direct exchange with your target group
- lead generation

Podcast

Present your topic as a podcast. We provide you with the platform with the expertise of our specialist editorial and take over the production for you.

Opportunities and benefits:
- Ideal medium for information with little time investment and technical hurdles
- Brand reinforcement: good presenters transport your brand in an image-enhancing way
- As a „personal companion" podcasts have a high level of recognition

Branchenmonitor

Our stand-alone newsletter „Branchenmonitor" is sent to the subscribers to our editorial newsletter sent out. We take care of the visual design, you „only" provide the content.

Opportunities and benefits:
- Stand-alone newsletter to subscribers of our Springer Professional newsletters
- Visual design in the look & feel of our Springer Professional Newsletters
- You supply the content, we take care of the design

We individually design packages for you according to your wishes and needs.

Robert Horn (Sales Management)
phone +49 (0) 611 / 78 78 – 223 | robert.horn@springernature.com

Springer Professional
Fachwissen. Digital. Finden.

1	**Name:**	Newsletter Business IT + Informatik
2	**Brief description:**	Excellent specialist editors select and summarize current topics in the fields of IT strategy, IT management, information management, business informatics and Industry 4.0 for the target group.
3	**Target group:**	IT decision-makers, IT managers, CIOs, management consultants, software providers, users of information and communication systems.
4	**Frequency:**	once a week, Thursdays
5	**Publishing company:**	Springer Fachmedien Wiesbaden GmbH
	Contact editor:	**Lea Sommerhäuser**
		phone + 49 (0) 611 / 78 78 – 013
		lea.sommerhaeuser@springernature.com
		Alexander Lorber
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	Contact advertising:	**Robert Horn** (Sales Management)
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		regina.longerich@springernature.com
	For Agencies:	Business Advertising GmbH
		phone + 49 (0) 211 / 17 93 47 – 50
		werbung@businessad.de
6	**Usage data:**	18,500 subscribers
		(April 2024)

1 Advertisement formats and prices (prices in Euro)

Ad formats for Newsletter Business IT + Informatik	Pixel format (w × h)	fixed price	kB
Text ad small + logo/picture (gif or jpeg)[1]	pic 140 × 100, text 300 characters[2]	1,490	max. 45
Text ad large + logo/picture (gif or jpeg)[1]	pic 140 × 100, text: 650 characters[2]	1,950	max. 45
Fullsize banner (gif or jpeg)[1]	468 × 60	1,950	max. 45
Rectangle (gif or jpeg)[1]	300 × 250	1,950	max. 45
Premium banner (gif or jpeg)[1]	600 × 315	2,100	max. 45

[1] not animated files   [2] incl. spaces

Stand-Alone-Mailing

As **Branchenmonitor**, we send stand-alone mailings to the recipients of our editorial newsletters. You provide the content, we take care of the design according to our CI specifications.

One-time mailing   **€ 6,900**
to 18,500 subscribers
(April 2024)

2 Discounts:

Conditions agreed for print media will not be applied for online media.

3 Payment conditions:

Payment within 10 days with 2% discount, net within 30 days after invoice date. 15 % agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information:
Springer Fachmedien Wiesbaden GmbH | Deutsche Bank Berlin, BLZ: 100 700 00 | Account: 069700300 | Swift/BIC: DEUTDEBB | IBAN: DE09 1007 0000 0069 7003 00

You can find our specifications for online advertising at
www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery

You can find our general terms and conditions at
www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

Our specialist media in the areas of Financial services and management

www.springerprofessional.de