

Media information 2025

Advertising rate card No. 50 | valid from 01/10/2024





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Ad Management

Contact

admanagement@springernature.com

Data delivery

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PRINT

Trade journal

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- 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:** 30th volume 2025
- 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:** –
- 10 Publishing company:** Springer Gabler
Springer Fachmedien Wiesbaden GmbH
Abraham-Lincoln-Str. 46 | 65189 Wiesbaden
phone +49 (0) 611 / 78 78 – 0
www.springerfachmedien-wiesbaden.de
- 11 Publisher:** **Stefanie Burgmaier**
- 12 Advertising:** **Robert Horn** (Sales Management)
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phone +49 (0) 611 / 78 78 – 013
Alexander Lorber
alexander.lorber@springernature.com
phone +49 (0) 611 / 78 78 – 014
- 13 Editor:**
- 14 Scope analysis:** on request
- 15 Content analysis of the editorial part:** on request



This overview of the subjects scheduled for 2025 is intended for your planning. We reserve the right to make changes if necessary.

issue AD CD PD ¹	Fairs, events, congresses	Topics	Regular topics and sections
Issue 1-2 AD 2025/01/28 CD 2025/02/03 PD 2025/02/24	Logimat Stuttgart	03/11-13 Solutions: Modern Workspace Infrastructure: IT security, cyber security Management: Cloud	<ul style="list-style-type: none"> • 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 2025/02/25 CD 2025/03/03 PD 2025/03/24	Zukunft Personal Nord Hamburg Hannover Messe Hanover	03/26-27 03/31-04/04 SPECIAL Artificial intelligence (AI) Solutions: Finance, IT budget planning Infrastructure: Sustainable data centers Management: Human Resources (HR)	
Issue 4 AD 2025/03/21 CD 2025/03/28 PD 2025/04/23	Zukunft Personal Süd Stuttgart	05/06-07 Solutions: E-Commerce Infrastructure: Enterprise Resource Planning Systems (ERP) Management: IT services, consulting	
Issue 5 AD 2025/04/16 CD 2025/04/24 PD 2025/05/19		Solutions: Enterprise Content Management (ECM) Infrastructure: Digital strategies Management: Sustainability, circular economy	
Issue 6 AD 2025/05/15 CD 2025/05/21 PD 2025/06/16		SPECIAL Cloud Computing Solutions: Business intelligence (BI), data analytics Infrastructure: Industry 4.0 Management: License management	



issue AD CD PD ¹	Fairs, events, congresses	Topics	Regular topics and sections
Issue 7-8 AD 2025/07/22 CD 2025/07/28 PD 2025/08/18		Solutions: Unified Communications & Collaboration (UCC) Infrastructure: Data centers Management: IT Service Management (ITSM)	<ul style="list-style-type: none"> 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 9 AD 2025/08/19 CD 2025/08/25 PD 2025/09/15	It-sa Nuremberg	10/07-09 SPECIAL IT-Security Solutions: Marketing Infrastructure: IT equipment for the office of the future office of the future Management: Digitization	
Issue 10 AD 2025/09/11 CD 2025/09/17 PD 2025/10/13		Solutions: Artificial intelligence (AI) Infrastructure: Smart City Management: Finance, mobile banking	
Issue 11 AD 2025/10/13 CD 2025/10/20 PD 2025/11/10		SPECIAL Green IT, Sustainability Solutions: Customer Relationship Management (CRM) Infrastructure: Smart factories, digital twins Management: IT services, managed services	
Issue 12 AD 2025/11/11 CD 2025/11/17 PD 2025/12/08		Solutions: Software development, open source, No Code/Low Code Infrastructure: Networks Management: Storage, Backup	

¹ AD = Advertising deadline | CD = Printing material deadline | PD = Publication date

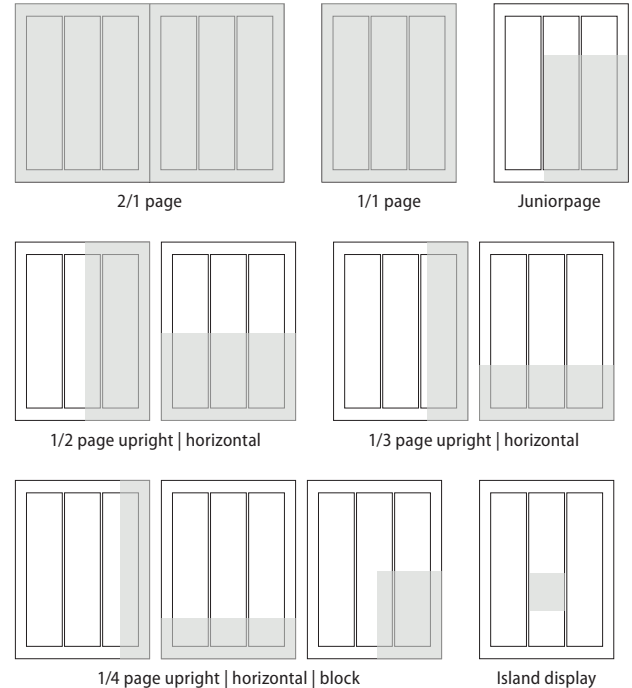


Advertisement	Formats*		Price incl. link in the eMagazine		
	Type area	bleed ads	b/w	4c**	
2/1 page		420 × 297	19,500	23,100	
1/1 page		186 × 270	9,300	11,100	
Juniorpage		138 × 210	4,950	6,650	
1/2 page	upright	90 × 270	102 × 297	4,650	6,450
	horizontal	186 × 131	210 × 145		
1/3 page	upright	62 × 270	70 × 297	3,100	4,900
	horizontal	186 × 90	210 × 103		
1/4 page	upright	42 × 270	54 × 297	2,325	4,125
	horizontal	186 × 63	210 × 76		
	block	90 × 131	102 × 144		
Island display		53 × 60	–	2,480	4,280

* Formats: w × h in mm, bleed formats plus 3 mm bleed on each side | ** ISO-Skala
Further formats on request | Prices excl. VAT

Surcharge for additional advertising eMagazine

Formats	file formats	Price
Audio- or video integration	mp4 YouTube video	788
Picture gallery	jpg png bmp	525
linked ads e.g. logo, website	Hyperlink	263
PDF download	PDF	263



Information on digital ad acceptance and the technical specifications:
www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery



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

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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 × 297mm (w x h)
Print space: 186 mm × 270 mm (w x h)
- 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/X4-files in size of your advertisement. 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 Proofs:** As we print according to Process Standard Offset (PSO), we generally do not require a proof.
- 7 File archiving:** Data is archived for one year, unchanged repetitions are therefore generally possible. However, no data guarantee is given.
- 8 Liability:** The client is responsible for the timely delivery of the advertisement text and flawless printing material or inserts. The publisher shall immediately request replacements for printing material that is recognizably unsuitable or damaged. If the client does not provide perfect artwork, the publisher shall print the advertisement in the quality permitted by the artwork provided.
- 9 Contact:** Ad Management:
admanagement@springernature.com
- Support:** PDF/X4-Erstellung, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de

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 **Im conversation**

Scope:
1-2 pages

Components:
3-6 questions
Photo of the person interviewed
Company portrait with logo

Roundtable **Im 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 July 2023 to 30th June 2024)

Print run:	3,300		
Actual distributed circulation (ADC):	2,905	of which, abroad:	3
Copies sold:	74	of which, abroad:	3
Subscription copies:	31	of which, member copies:	
Individual sales:			
Other sales:	43		
Voucher copies:	2,831		
Reminder, archive and record copies:	395		

3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	99.9	2,902
Foreign countries	0.1	3
Actual distributed circulation (ADC):	100.0	2,905

3.1 Coverage in Germany structured according to postcode areas:

current coverage on request

1 Web address (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

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Contact advertising:

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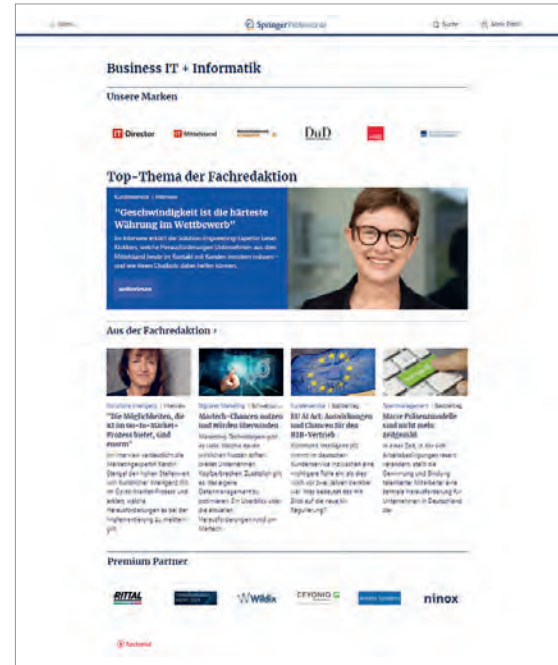
For Agencies:

Business Advertising GmbH

phone +49 (0) 211 / 17 93 47 – 50 | werbung@businessad.de

5 Usage data:

on request





1 Dateiformate:

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:

p to 5 business days before placement.

Target link: Please be sure to include the target link for each ad.

4 Contact:

Ad Management

banner-wiesbaden@springernature.com

1 Banner formats:



Billboard

Format: 770 | 800 | 870
 or 970 × 250 px



Superbanner (bigsize)

Format: 728 × 90 px



Fullsize banner

Format: 468 × 60 px



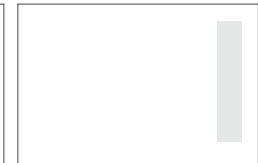
Wallpaper

Format: 728 × 90 and
 120 × 600 px



Wide skyscraper

Format: 160 × 600 or
 200 × 600 px



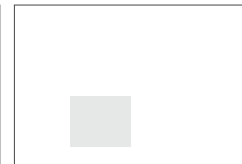
Skyscraper

Format: 120 × 600 px



Half page

Format: 300 × 600 px



Medium rectangle

Format: 300 × 250 px

Advertisement formats and prices

formats	Pixel format (w × h)	Data volume up to	CPM in €
Half page	300 × 600	120 KB	198
Billboard	770 800 870 or 970 × 250	120 KB	198
Wallpaper (Superbanner + skyscraper)*	728 × 90 and 120 × 600	je 120 KB	198
Wide skyscraper	160 × 600 or 200 × 600	120 KB	121
Skyscraper	120 × 600	120 KB	121
Medium rectangle	300 × 250	120 KB	110
Superbanner (bigsize)	728 × 90	120 KB	110
Fullsize banner	468 × 60	120 KB	110

Prices excl. VAT. Special ad formats on request.

* Background colouring on request

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: DEUTDE33 | IBAN: DE09 1007 0000 0069 7003 00

Our specifications for online advertising: www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery

General terms and conditions: www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

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



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.

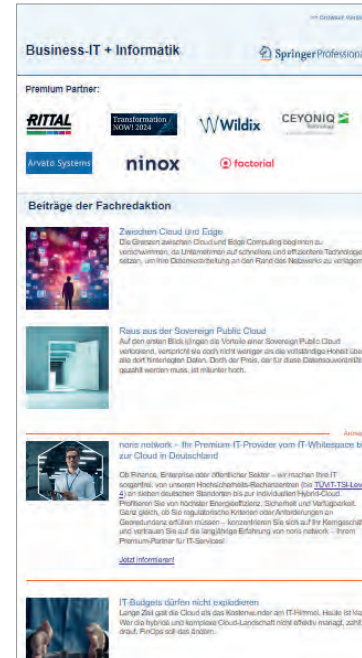
4 Frequency:
once a week, Thursdays

5 Publishing company:
Springer Fachmedien Wiesbaden GmbH

Contact editor:
Lea Sommerhäuser
phone + 49 (0) 611 / 78 78 – 013 | lea.sommerhaeuser@springernature.com
Alexander Lorber
phone + 49 (0) 611 / 78 78 – 014 | alexander.lorber@springernature.com




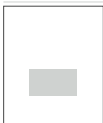

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6 Usage data:
15,579 subscribers (July 2024)





1 Advertisement formats and prices

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

¹ not animated files ² incl. spaces

2 Discounts:

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

3 Payment conditions:

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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

Our general terms and conditions:

www.springerfachmedien-wiesbaden.de/media-sales/agb

Our specifications for online advertising:

www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery

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

Webinar

Are you looking for a way to present your products/ services to your (potential) customers interactively and audiovisually?

Are you looking for a virtual, direct exchange with your customers? Then our webinars are the suitable medium!

We take care of the technical implementation and promotion of your webinar. On request, we can also provide an expert moderator.

Webinar matinee

Showcase your innovative services and technical highlights live in the morning on a specific topic.

As part of our compact webinar matinee, you will present yourself to our interested specialist audience in a 25-minute slot.

Podcast

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

Whitepaper

Reach actively researching professionals with your expertise! With your whitepaper on springerprofessional.de you generate address data directly for your sales and direct marketing measures! Traffic to your whitepaper is included.

Advertorial

Your advertorial on springerprofessional.de in the desired channel reaches your desired target group.

Branchenmonitor

Our stand-alone newsletter "Branchenmonitor" with the look and feel of the editorial newsletter is sent to our subscribers. We take care of the visual design, you provide the content.

Premium partner

Present your company with a prominent prominent placement of your company logo on springerprofessional.de in your specialist area and in the associated newsletter.

Microsite

Present your company with your own own microsite on springerprofessional.de! The desired editorial environment provides the neutral, objective and scientific background for your marketing message.

For all listed forms of advertising you can request detailed flyers with prices and technical specifications!

We design individual packages for you according to your wishes and requirements:

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

Premium partner: Your company as a partner of our Springer Professional Channel

As a Premium Partner, you present your company with a prominent placement of your company logo your company logo in the desired channel on www.springerprofessional.de and in the associated newsletter.

- linked company logo on springerprofessional.de in the Business IT + Informatik channel and on all subpages - in the freely available and in the closed subscriber area!
- linked company logo in every Springer Professional Business IT + Informatik newsletter – approx. 50 times a year!
- 4 newsletter text ads worth € 5.960,- each 300 characters incl. spaces + Image 140 x 100 px, booking by arrangement and availability
- 12 months duration

Introduction price until 12/2024: € 4,950

Price: € 6,900

Our Springer Professional channels at a glance:

Automobil + Motoren	Maschinenbau + Werkstoffe	Energie + Nachhaltigkeit
Business IT + Informatik	Finance + Banking	Management + Führung
Marketing + Vertrieb	Versicherungsmagazin	Öffentliche Verwaltung

Interested in our special digital advertising formats??

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



Branchenmonitor: Your stand-alone mailing in the look & feel of our editorial newsletter

Would you like to present your company, product or service to a specific target group? Then use our high-quality recipient addresses in the field of Business IT + Informatik.

We create a newsletter based on your content with the look and feel of Springer Professional's editorial newsletters and send it to our newsletter distribution list.

If you wish, you can also combine different target groups, We will be happy to advise you.

Price per one-time mailing: € 6,900
Target group: Business IT + Informatik*

* Recipient figures see p. 12



Benefit from our know-how and achieve with your message a precisely tailored target group!

Interested in our special digital advertising formats?
Robert Horn (Sales Management) | phone +49 (0) 611 / 78 78 – 223 | robert.horn@springernature.com

Our trade media in the section Financial services, management and IT

