Media information 2025

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

IT-Mittelstand
IT-Business im Mittelstand

We're there for you!

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Ad Management

Contact
admanagement@springernature.com

Data delivery
addata@springernature.com

Springer Fachmedien

IT-Mittelstand
IT-Business im Mittelstand

PRINT

Trade journal

DIGITAL

Website

Newsletter

Online special advertising formats

1 Title: Business magazine for IT-Manager & CIOs

2 Brief description: **IT-Mittelstand** is one of the leading IT specialist titles and reaches IT investment decision-makers with pinpoint accuracy: whether in small or medium-sized businesses, large companies, banks, insurance companies, public authorities or within the IT industry, as well as software, hardware and telecommunications providers.

3 Target group: IT decision-makers, CIOs in the upper midmarket, IT managers and commercial members of management who are responsible for investments in IT infrastructure, decision-makers who are involved in the planning and strategic orientation as well as the final selection of IT providers, products and solutions, managing directors in the midmarket, marketing and sales managers

4 Frequency: 10 times a year

5 Magazine size: 210 mm × 297 mm

6 Year of publication: 23rd 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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Regina Longerich (Media Sales)
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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

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:** Unified Communications & Collaboration (UCC) **Infrastructure:** IT security **Management:** Cloud computing	• Current trends: studies, background reports, commentaries • A portrait of users: successful IT projects • Work 4.0, mobile enterprise, social media • Automation, robotics, Robotic Process Automation (RPA) • Backup and high availability • Business intelligence (BI) and big data analysis, artificial intelligence (AI), machine learning • Cloud computing (DaaS, IaaS, PaaS, SaaS) • Desktop, storage and server virtualization • Digitalization, digital transformation • Document management, content management, archive systems • "Three questions to" – two ICT providers take a stand • E-business, online marketplaces and mobile payment • Energy efficiency and data center infrastructures infrastructures (RZ) • Enterprise Resource Planning (ERP) • Exclusive cover interviews with managing directors and IT managers from medium-sized user companies
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:** Smart Factory, Robotics **Infrastructure:** Sustainable data centers **Management:** Human resources management	
Issue 4 AD 2025/03/21 CD 2025/03/28 PD 2025/04/23	Zukunft Personal Süd | Stuttgart	05/06-07	**Solutions:** Smart Retail, Payment **Infrastructure:** Enterprise Resource Planning (ERP) **Management:** Consulting	
Issue 5 AD 2025/04/16 CD 2025/04/24 PD 2025/05/19			**Solutions:** Document Management Systems (DMS) **Infrastructure:** Digital projects **Management:** Sustainability, IT recycling	
Issue 6 AD 2025/05/15 CD 2025/05/21 PD 2025/06/16			**SPECIAL Cloud Computing** **Solutions:** Solutions: Big Data, Business Intelligence (BI) **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:** Solutions: ERP systems **Infrastructure:** Data centers **Management:** New Work	• Financing, rental models and insurance cover • Industry 4.0, Internet of Things (IoT) • IT consulting, IT services, IT outsourcing • IT service management (ITSM), helpdesk, service desk • IT security, cybercrime • IT training • Cost/benefit considerations • Critical comments on the ITK market events • Customer relationship management (CRM), chatbots • License management • marketing • Sustainability, IT recycling, energy solutions, circular economy • Networks, network and system management • Output management • Personnel management, human resources, Employee Experience • Legal and finance • Software for the supply chain, Supply Chain Management (SCM) • Software for financial accounting, accounting and controlling • Events: Trade fairs, congresses and seminars
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:** Modern IT office equipment **Management:** Digital Transformation	
Issue 10 AD 2025/09/11 CD 2025/09/17 PD 2025/10/13			**Solutions:** Artificial Intelligence (AI) **Infrastructure:** Logistics **Management:** Financing: Renting, leasing & co	
Issue 11 AD 2025/10/13 CD 2025/10/20 PD 2025/11/10			**SPECIAL Green IT, Sustainability** **Solutions:** Solutions: Customer Relationship Management (CRM) **Infrastructure:** Smart Factory, Virtual Reality (VR), Augmented Reality (AR) **Management:** Consulting, Outsourcing	
Issue 12 AD 2025/11/11 CD 2025/11/17 PD 2025/12/08			**Solutions:** Software development **Infrastructure:** Enterprise Resource Planning (ERP) **Management:** Storage, Backup	

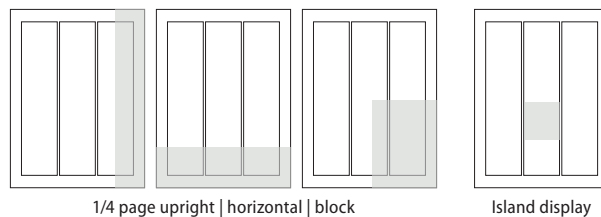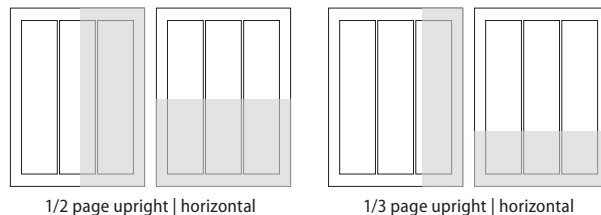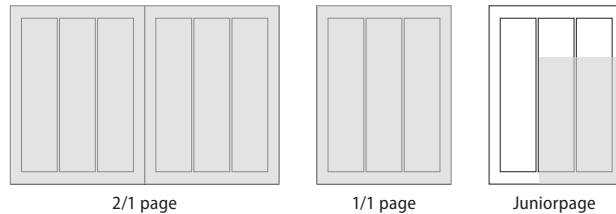[1] AD = Advertising deadline | CD = Printing material deadline | PD = Publication date

Advertisment		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	210×297	9,300	11,100
Juniorpage		138×210	150×222	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

2/1 page   1/1 page   Juniorpage

1/2 page upright | horizontal   1/3 page upright | horizontal

1/4 page upright | horizontal | block   Island display

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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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 advertment. 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

IT-Mittelstand
IT-Business im Mittelstand

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**	Company profile **In view**	Interview **Im conversation**	Roundtable **Im discourse**
Scope: 1-2 pages	**Scope:** 2 pages	**Scope:** 1-2 pages	**Scope:** 4 pages
Components: Box with key facts Company logo Integrated interview box with 3 questions	**Components:** Portrait about the company Highlighting of news: e.g. new products, new corporate strategy, new company structure etc.	**Components:** 3-6 questions Photo of the person interviewed Company portrait with logo	**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:	3.500		
Actual distributed circulation (ADC):	3.211	**of which, abroad:**	9
Copies sold:	87	**of which, abroad:**	9
Subscription copies:	49	**of which, member copies:**	
Individual sales:			
Other sales:	38		
Voucher copies:	3.124		
Reminder, archive and record copies:	289		

3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	99,7	3.202
Foreign countries	0,3	9
Actual distributed circulation (ADC):	100,0	3.211

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

Springer Professional
Fachwissen. Digital. Finden.

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
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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
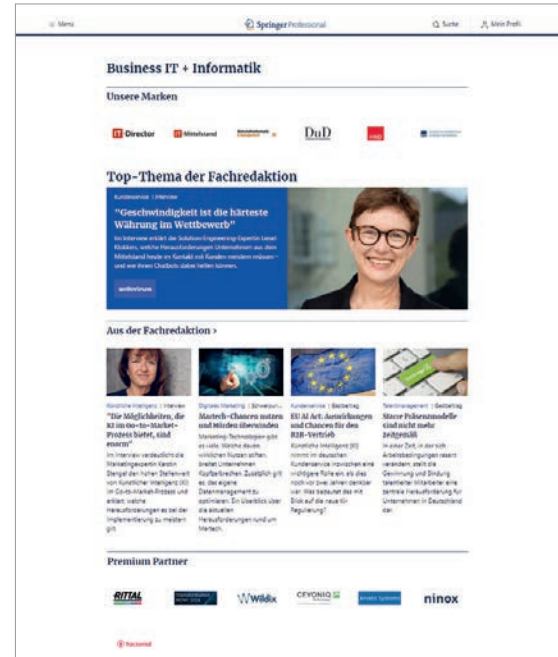
1 Dateiformate:

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
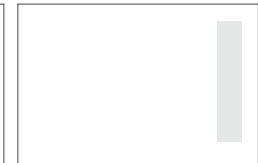
Skyscraper
Format: 120 × 600 px

Half page
Format: 300 × 600 px
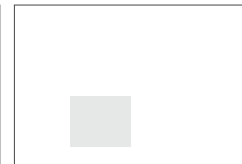
Medium rectangle
Format: 300 × 250 px

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

Information on special forms of advertising such as white papers, advertorials, special themed newsletters etc. is available 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: DEUTDEBB | 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**

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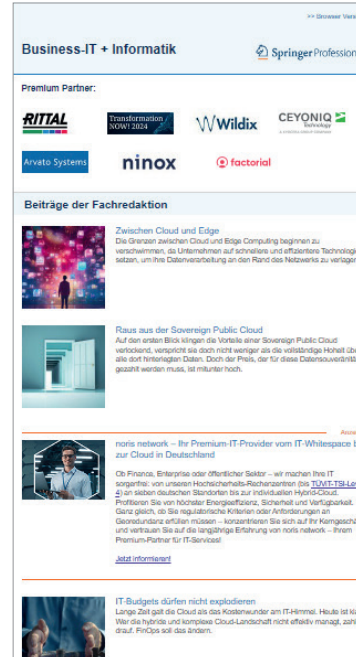
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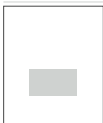
6 Usage data:
15,579 subscribers (July 2024)

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.

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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

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

Online special forms of advertising

**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

IT-Mittelstand
IT-Business im Mittelstand

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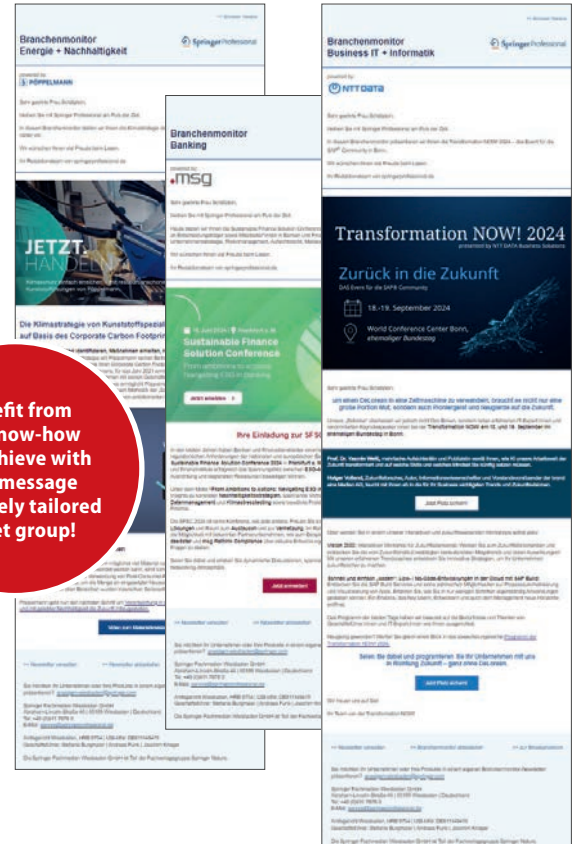
Interested in our special digital advertising formats?
Robert Horn (Sales Managment) | phone + 49 (0) 611 / 78 78 – 223 | robert.horn@springernature.com

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

BANKMAGAZIN
25 Jahre Währungsunion
Schwierige Konstruktion

versicherungs magazin
Betriebliche Altersversorgung
Wie die Inflation die Betriebsrenten beeinflusst

Sales Excellence
Leadgenerierung 4.0
Wenn aus Leads Deals werden

innovative VERWALTUNG
Erwartungen an Beteiligung verantwortungsvoll managen

Controlling & Management Review
Kostenmanagement neu denken

IT-Director
„IT-Sicherheit ist ein Wettbewerbsvorteil"

IT-Mittelstand
Transparenz im Lager ist ein Erfolgsgarant