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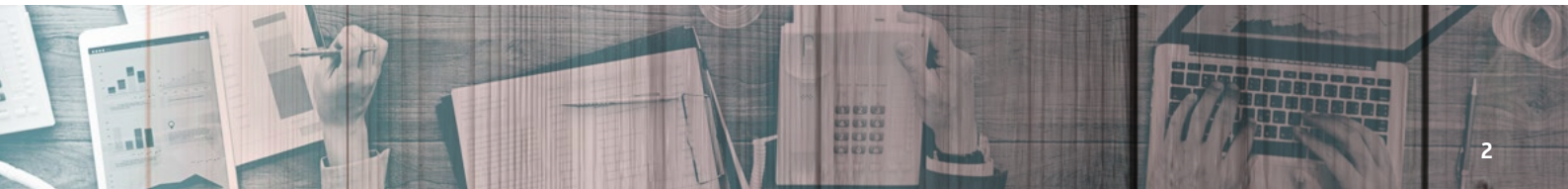
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com! professional is the IT knowledge platform for business decision-makers

The magazine sees itself as a partner in the digital transformation for managing directors, IT decision-makers and IT professionals.

To this end, we are examining the possible applications and offerings provided by public, private and hybrid Clouds with PaaS, IaaS and XaaS. We deal with Big Data, Business Intelligence (BI) and Predictive Analytics. In addition, there are the security issues that the new IT approaches bring with them. We also inform our readers about the soft skills such as Lean Management, Design Thinking, Scrum, etc., which bring the maximum benefit to the company.

We also accompany our readership on the topic of Artificial Intelligence (AI) and Machine Learning (ML), take a look at use cases, help companies in the selection of platforms and products and provide solutions for these complex topics.

We always look at the opportunities of digital transformation from the point of view of the business decision-maker and not primarily from the producer's point of view. In doing so, we focus on case studies that describe the new IT world in practical use.



Reach



485,900*

Page Impressions
per month



8,000

Distribution
(incl. e-paper)



22,000

Editorial
newsletter
daily



25,000

Stand Alone
Mailing

*IVW 09.2022



38%

of the readership
are in leading
functions



53%

of the readership
are involved in
purchase decisions



90%

of the readership
are male



67%

the readership
use information
of the website



55%

the readership
use newsletter

Source: Fittkau & Maaß online survey

com! professional, the IT knowledge platform for business decision-makers, provides future-oriented companies with the knowledge for the optimal use of new IT in the company.

Our topics range from Apps and Big Data to Cloud or Certification.



Apps



Big Data



Business Intelligence



Cloud



CRM



New Work



Data Management



Digitization



ERP



Hosting



Infrastructure



Industry 4.0



IoT



Artificial intelligence



Security



Certification

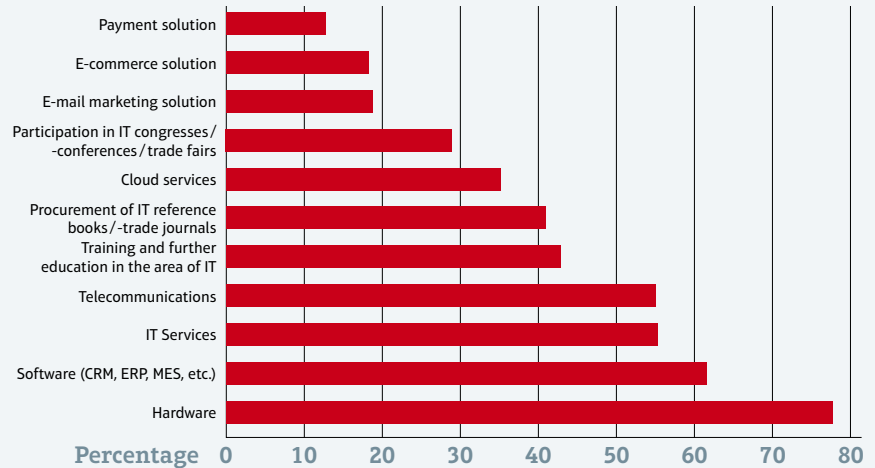
Our high reach in print and online as well as our events and services and our wide range of business topics make our magazine a unique trade medium.

With us you reach business decision-makers

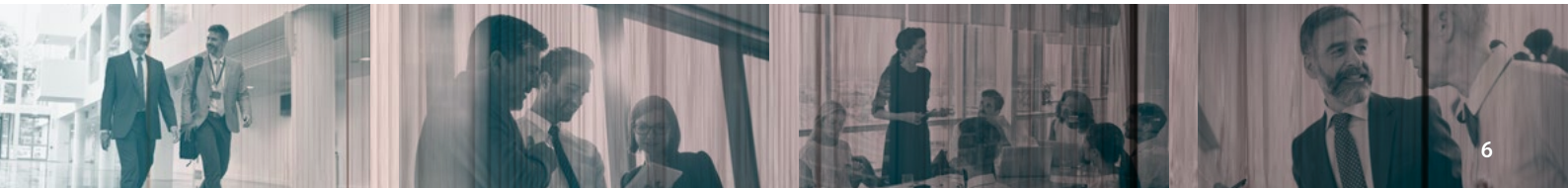
Approximately 38% of the readership are in **managerial functions** and approx. 53% are **significantly involved in purchasing decisions**.

With us you address **Managing directors, IT managers, IT administrators, managers and IT professionals**.

For which of the following IT products/services are you involved in your company's decision-making process regarding purchases or acquisitions?



Source: Fittkau & Maaß online survey, reach: 158,577 readers



Print

- Advertisements

Online

- Display Ads

Special formats / Native Ads

- Advertorials
- Sponsored post
- Guest article
- Professional Briefing
- Press releases

Mailing

- Newsletter ads
- Stand Alone Mailing
- Topic newsletter

Lead generation

- On request

Stellenmarkt

- com! jobs

Events

- Offline/online and hybrid
- Theme conferences



Issue	Top Topic
Magazin No. 2/23 → DOP: 03.02.2023 → AD/PD: 18.01.2023	Artificial Intelligence AI as a Service, Humans & Robots, Machine Learning, Deep Learning, Algorithms, Big Data Analytics, Business Intelligence, Best Practice, AI Ethics, Regulation, Start-ups, Research Plus Focus: IT Trends 2023, Corporate Learning, Business Tablets
Magazin No. 3/23 → DOP: 03.03.2023 → AD/PD: 15.02.2023	Automation Hyper Automation, Robotic Process Automation, Artificial Intelligence, Chatbots, No Code/ Low Code, Orchestration, Virtualization, Robots Plus Focus: IoT & 5G, Infrastructure as a Service, AIO Computer
Magazin No. 4/23 → DOP: 06.04.2023 → AD/PD: 20.03.2023	Cloud & Data Center XaaS, Hyperscaler, Multi-Cloud, Hybrid Cloud, Next-Gen Data Center, Co-location, GAIA-X, Managed Services, IT Service Providers, Cloud Security Plus Focus: Robotics, Green IT, Business Smartphones
Professional Briefing No. 1/23 → DOP: 26.05.2023 → AD: 30.04.2023	Security Plus Focus: Supercloud, Marketplaces & Platforms
Magazin No. 5/23 → DOP: 16.06.2023 → AD/PD: 27.05.2023	New Work & Modern Workplace Hybrid Work, Remote Work, Home Office, UCC, Mobile Device Management, Headsets, Co-working, Ergonomics, Security, Virtual Reality, Augmented Reality Plus Focus: Data Centers, Blockchain, Conferencing Systems



New Work Days
22.-25.05.2023

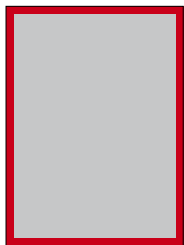
Issue	Top Topic
Professional Briefing No. 2/23 → DOP: 11.08.2023 → AD: 04.07.2023	Cloud Plus Focus: IT infrastructure, IT projects, conference systems
Magazin No. 6/23 → DOP: 01.09.2023 → AD/PD: 16.08.2023	Top 100 com! professional presents the 100 most important ICT companies in Germany. The ranking is accompanied by a look at the status quo of the industry. Who dominates the market? Which areas are particularly strong in terms of sales? Where is the ICT industry headed? Plus Focus: SAP, Low Code & Citizen Developer, Business Printers
Professional Briefing No. 3/23 → DOP: 13.10.2023 → AD: 06.10.2023	Sustainability, Green-IT Plus Focus: AI, IoT, Trends, Backup
Professional Briefing No. 4/23 → DOP: 10.11.2023 → AD: 03.11.2023	Managed Services Plus Focus: Modern Workplace, Business Software and best of Hardware
Magazin No. 7/23 → DOP: 01.12.2023 → AD/PD: 15.11.2023	Cybersecurity Cloud Security, Managed Security, Ransomware, Social Engineering, Advanced Persistent Threats, DDoS, EDR, SIEM, NDR, IAM, ISMS, ISO, SASE, Backup and Recovery, Firewall, Endpoint Security, Mobile Security, DevSecOps, Regulatory Compliance, Data Protection, Zero Trust Plus Focus: Virtualization, e-Government, Best of Hardware 2023



Security Days
14.-16.11.2023

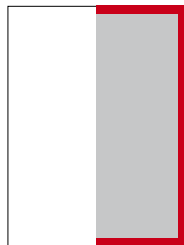
You can find more dates here!





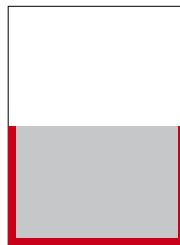
1/1 page

T: 175 x 250 mm
B: 210 x 297 mm*
€ 4,550.-
As C2/C4:
€ 5,550.-



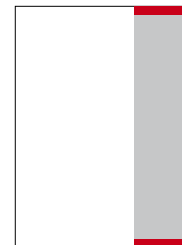
1/2 page vertical

T: 85 x 250 mm
B: 102 x 297 mm*
€ 3,050.-



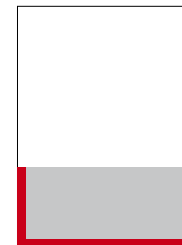
1/2 page horizontal

T: 175 x 125 mm
B: 210 x 146 mm*
€ 3,050.-



1/3 page vertical

T: 55 mm x 250 mm
B: 72 mm x 297 mm*
€ 2,550.-



1/3 page horizontal

T: 175 mm x 81 mm
B: 210 mm x 102 mm*
€ 2,550.-



2/1 page

T: 385 mm x 250 mm
B: 420 mm x 297 mm*
€ 7,730.-

Prices in euro plus VAT. The general terms and conditions of the publisher apply. All prices are AE-eligible.

*Bleed – trim allowances on the outside: 4 mm

Guest article

A guest article complies with editorial criteria. It is neutral and value-free, not a product advertisement (advertorial). With a guest article you document your professional expertise on a specific theme.

• Volume: 1 page

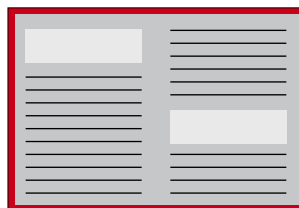
Price: €1,550.-

* For ready-delivered advertorial.
Surcharge for layout €600 per page.

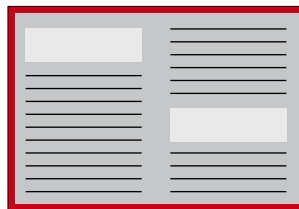
Advertorial	
1/1 Page	€4,550.-*
2/1 Page	€7,730.-*
3/1 Page	€11,930.-*
4/1 Page	€15,510.-*



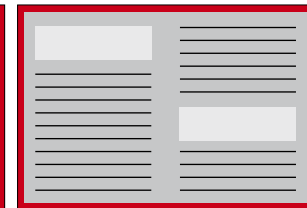
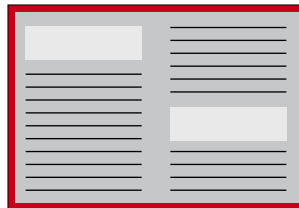
**1/1 page
advertorial**
€4,550.-*



**2/1 page
advertorial**
€7,730.-*








**3/1 page
advertorial**
€11,930.-*



**4/1 page
advertorial**
€15,510.-*

Prices in euro plus VAT. The general terms and conditions of the publisher apply. All prices are AE-eligible.

Formats & Prices Display

Ad format		Format in pixels	Placement	CPM
Billboard		Desktop: 900 x 300 px Mobile 320 x 150 px	Multiscreen	€ 50.–
Superbanner		Desktop: 728 x 90 px Mobile 320 x 150 px	Multiscreen	€ 20.–
Skyscraper		160 x 600 px	Desktop only	€ 20.–
Content Ad		300 x 250 px	Multiscreen	€ 20.–
Video Content Ad		300 x 250 px	Multiscreen	€ 23.–

Prices in euro plus VAT. The general terms and conditions of the publisher apply. All prices are AE-eligible.

Sponsored Post*

Your prepared content* is presented to users in the relevant context on our websites.

Your benefits:

- Your Article – listed for one week as an ad
- Article proofed and corrected by our editing team
- High visibility and coverage on all digital channels as well as distribution via the relevant social media channels
- Prominent teaser – your article will be visibly placed
- Additional onsite and newsletter campaign for promotion, we create the promotion material
- Reporting on visits and duration of stay; screenshots of all activities
- Permanent placement – your article will be archived

Price: € 3,800.–

* Min. 1 image min. 940 x min. 350 pixels, text max. 4,000 characters incl. spaces as recommendation, video, URL
Prices in euro plus VAT. The general terms and conditions of the publisher apply. All prices are AE-eligible.

Business Newsletter

Daily update for IT decision-makers

- 6 x per week / weekdays, Mon–Sat
- Subscribers: 22,000
- 23% open rate*

Ad format	Format in pixel	Position	Business Newsletter Price/week
Premium Banner	600 x 450 px	1	5,500.–/week
		2	4,100.–/week
		3 – 4	2,800.–/week
Standard Banner/ Native Text Ad	300 x 250 px Headline: max. 60 characters incl. spaces Text: max. 240 characters incl. spaces Image: 600 x 500 px, CTA-Button (optional)	1	3,300.–/week
		2	2,500.–/week
		3 – 4	1,700.–/week

FÜR IT-ENTSCHEIDER
com! professional Business-Information

Sehr geehrte(r) com! professional-Lese(r),

verpassen Sie nicht unsere Webinare im November. Wir haben Informationen zu den Themen SEO, SEA, Tech-Unternehmen und internationale Umsatzsteuer für Sie im Angebot. Alle Webinare sind kostenlos.

Wir freuen uns auf Sie.

Wenn Traditionsunternehmen Technologie-Know-How zukaufen
Im Webinar erfahren Sie alles über die aktuellsten Übernahmen und Fusionen sowie die Trends in nahe Zukunft.
Termin: 15. November um 14.30 Uhr

Internationale Umsatzsteuer für Onlinehändler
Im Webinar zeigen wir, welche Herausforderungen auf Händler zukommen, die international tätig sind. Zu den Themen gehören u.a. die Besonderheiten des grenzüberschreitenden B2C- und B2B-Versands – innerhalb und außerhalb der EU.
Termin: 22. November, 15:00 Uhr

SEO-Potenziale für die eigene Website finden und priorisieren
In diesem Webinar geben wir einen Überblick über die wichtigsten On- und Offpage-Maßnahmen. Anhand einer Checkliste wird dann geprüft, welche Maßnahmen in welcher Gewichtung zum Tragen kommen sollten.
Termin: 9. November, 15:00 Uhr

Prices in euro plus VAT. The general terms and conditions of the publisher apply. All prices are AE-eligible.

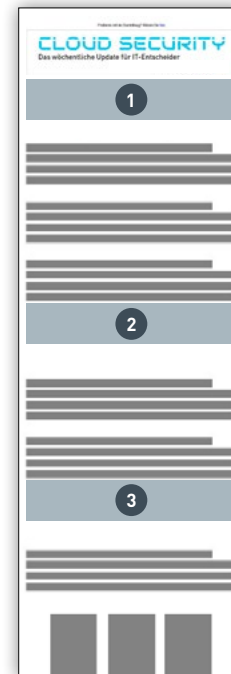
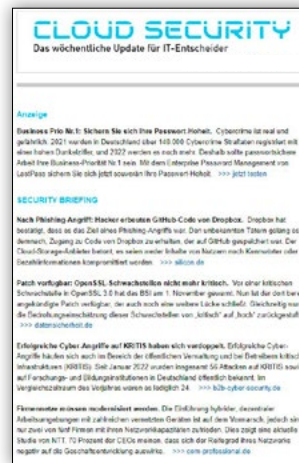
* Internal statistics

Cloud Security Newsletter

The weekly update for IT decision-makers

- 1 x per week, Thursday
- Subscribers: 6,600*
- 25% open rate*

Ad format	Format in pixels	Position	Cloud Security Price/year	Cloud Security Price/half year
Premium Banner	600 x 450 px	1	10,200.-/year	5,100.-/half year
		2	7,700.-/year	3,800.-/half year
		3	5,100.-/year	2,600.-/half year
Standard Banner/ Native Text Ad	300 x 250 px Headline: max. 60 characters incl. spaces Text: max. 240 characters incl. spaces Image: 600 x 500 px, CTA button (optional)	1	6,100.-/year	3,100.-/half year
		2	4,600.-/year	2,300.-/half year
		3	3,100.-/year	1,500.-/half year



Prices in euro plus VAT. The general terms and conditions of the publisher apply. All prices are AE-eligible.

* Internal statistics

Stand Alone Mailing

- Individual customer mailing
 - Content freely designable
 - Dates by arrangement
 - Target group: IT professionals (com! professional)
- Subscribers: 25,000

Price	Example	Formats
€ 9,900.–	Stand Alone Mailing	HTML, max. 580 px wide

Probleme mit der Darstellung? Klicken Sie hier

com! Business-Information
professional

Sichere Anwendungsbereitstellung für mobile Mitarbeiter

Viele Anwender möchten ihre mobilen Endgeräte auch für geschäftliche Aufgaben nutzen, um eine höhere Produktivität zu erreichen. Die IT-Organisation muss ihnen hierzu Zugriff auf Unternehmens-Anwendungen bieten. IT-Teams stehen nun vor dem folgenden großen Problem: Sie müssen Unternehmens-Anwendungen, die hauptsächlich auf Windows® basieren, auf diversen mobilen Endgeräten zur Verfügung stellen, darunter vor allem Tablets und Smartphones. Aufgrund der großen Anzahl der Endgerätypen und mobilen Betriebssysteme wäre es ineffizient und teuer, die Unternehmens-Anwendungen für native mobile Plattformen neu zu schreiben.

Außerdem müssen IT-Abteilungen einen Weg finden, den Zugriff auf Anwendungen auch von Mobilgeräten aus möglich zu machen, dabei aber weiterhin die für Unternehmensinformationen geltenden Sicherheitsrichtlinien einzuhalten.*

Jetzt das Whitepaper **kostenfrei** herunterladen und am besten gleich einen Termin auf der IT SA sichern.

[Jetzt kostenlos herunterladen!](#)

Prices in euro plus VAT. The general terms and conditions of the publisher apply. All prices are AE-eligible.

The exclusive monthly briefing – premium content for subscribers

The Professional Briefing provides all subscribers of com! professional with **premium content** on focus topics prepared as a **microsite**.

It is the **periodical deep dive** with a clear, analytical focus on a **current topic** from the **IT industry**. Everything our users need in their daily business, bundled and multimedia-based, with depth analyses, data and facts – practical and precise.

The Professional Briefing contains **all the facts** that our subscribers need **for their decisions**: a compact overview with Leaders Talk (video), Expert Podcast, interviews, comments and analyses.

Exclusive formats	Price*
Banner placement	3,500.– €
Native Slot in „Expert Podcast“	3,500.– €
Native Slot in „Leaders Talk“ (Video)	3,500.– €

Native article formats	Price*
Sponsored Post	2,500.– €
Sponsored Interview	3,500.– €
Guest article	1,500.– €



* Prices in euro before VAT. The general Terms and Conditions of Ebner Media Group apply.

Press box with publication guarantee

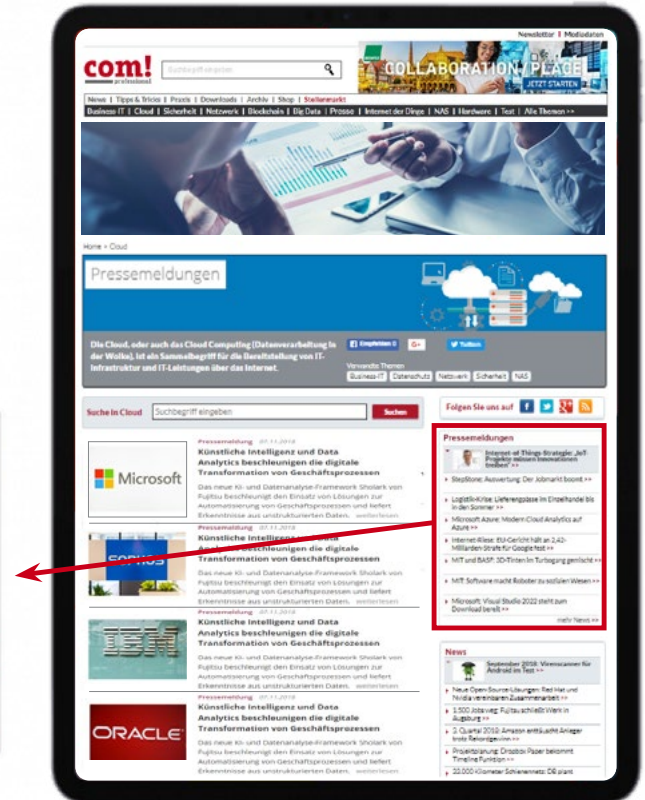
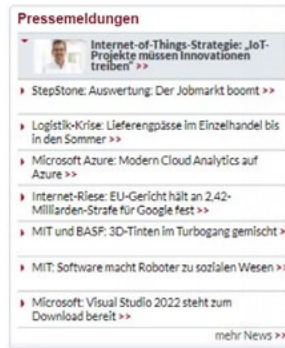
We publish your press releases

- with publication guarantee
- complete original text
- picture, logo, link
- max. 10 releases/year

Prices:

- 1 press release: **€ 490.–**
- 5 press releases: **€ 1,950.–**
- 10 press releases: **€ 2,900.–**

With our press box we give you the possibility to publish your press release on our websites. With only €2,900.– per year you are permanently present and reach up to 400,000 unique users/month.



Prices in euro plus VAT. The general terms and conditions of the publisher apply. All prices are AE-eligible.

Event information for customers

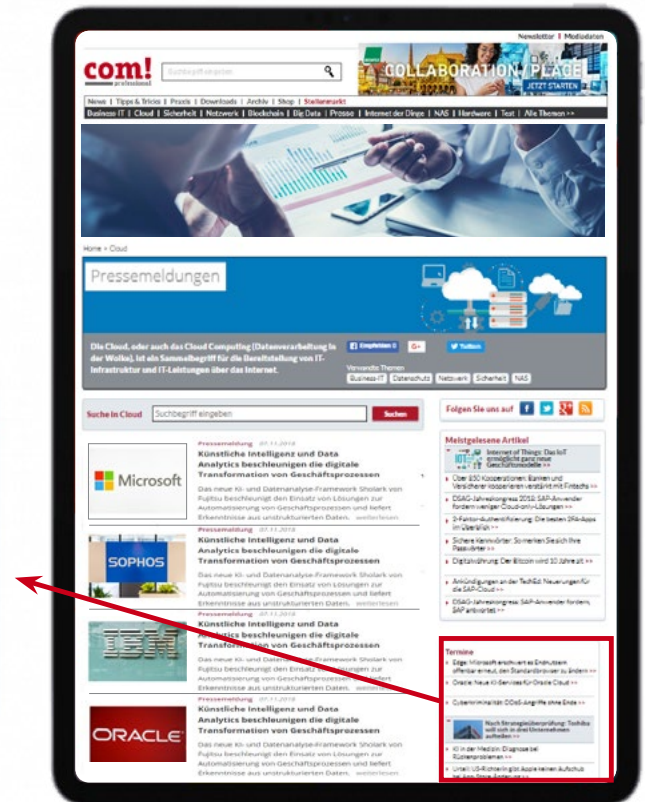
We publish your event dates

- complete original text
- picture, logo, link
- max. 10 entries/year

Prices:

- 1 date: **€ 490.-**
- 5 dates: **€ 1,950.-**
- 10 dates: **€ 2,900.-**

Under “Dates” we give you the opportunity to publish your events on our website. With only €2,900.- per year you are permanently present and reach up to 500,000 visitors/month.



Prices in euro plus VAT. The general terms and conditions of the publisher apply. All prices are AE-eligible.

Product portfolio overview

Print

- com! professional is the information platform for IT managers and IT administrators
- Publication frequency: 10 issues per year
 - Distribution: 8,000 (incl. e-paper)



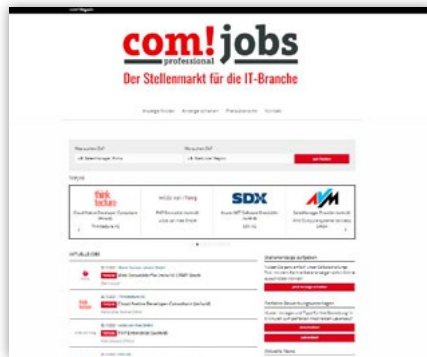
Newsletter

- Editorial newsletter, 6 times a week
- SmartTech Business newsletter, weekly
- Newsletter subscribers: 22,000



Website

- com-magazin.de
- 240,000 Online Visits
- 500,000 Page Impressions
- Social media:
 - 4,210 Facebook fans
 - 5,600 Xing followers
 - 1,215 Twitter followers



(Status: 05/2021 publisher data)

Events

- Jobwall
- The Developer Week (DWX), one of the largest independent developer conferences in Europe, will take place from 26 to 30 June 2023 at the NCC Ost, Nürnberg.



www.developer-week.de

Jobwall at DWX, Nürnberg

Themed conferences of the com! professional

With the digital events of com! professional, we offer you the opportunity to present your products and solutions to a broad target group and generate leads in the process. Become a partner of the following events:

- **New Work Days** – 22–25 May 2023
- **Security Days** – 14–16 November 2023

Basic package:

- Masterclass: 45-minute digital masterclass, live and on demand
- Competent editorial moderation by our specialist editors
- Including leads – DSGVO-compliant (name, company, position, e-mail)

Optional media packages:

Increase awareness of your Masterclass through additional outreach and branding packages.

Prices on request



Printing method

Sheetfed offset

Profile

Profile Cover / Content: PSO Coated v3

Processing

Adhesive binding

Paper/Content

80 g/m² Bavaria Bulk

Raster

80

Trimmed format

(= Booklet format) 210 mm wide x 297 mm high

Minimum trim allowances

5 mm on all four sides and text spacing 7 mm on all sides

Ad margin

Your contact for advertisements / print proces

Telephone: +49 731 88005-8609

E-mail: clientsuccess@ebnermedia.de

Data transmission

To the following e-mail address: clientsuccess@ebnermedia.de

Digital data transfer

- Preferred file format: PDF/X-3
- Programme formats (usually latest versions):
InDesign, FreeHand, Photoshop, Illustrator
- Data from CorelDraw must be saved as TIF or JPEG with 400 dpi, the transfer of open CorelDraw files is not possible.
- All fonts must be supplied.
- With graphics programs, always convert fonts into character paths, Colour space always CMYK, never RGB.
- TIF files (CMYK or greyscale) always in the size 1:1 at 300 dpi resolution
- EPS files (pixel) -> see TIF
EPS files (vector) -> convert fonts into character paths (paths) or include them in the file.
- Apple: compressed data: Stuffit or ZIP
PC: compressed data: ZIP
- File names are to be assigned according to the following pattern:
Advertiser_com_edition
(Example: Microsoft_com_1/23)

In case of problems with the transmission: Telephone: +49 731 88005-8609

Disclaimer

If advertising motifs have been digitally transmitted by the customer, the liability of the publisher for wholly or partially illegible, incorrect or incomplete reproduction of the corresponding advertisements is excluded.



Reach the digital value chain in one fell swoop

Commerce, marketing, creation & tech can no longer be considered separately for a successful future. With our four brands, you reach all areas involved in decision-making processes.

Short description:

Understands itself as the accompanier of the **digital transformation** and includes news, information and background knowledge on **current technologies and developments**.

Target group:

Managing directors, IT decision-makers and IT professionals.

Reach*:

Page Impressions: 485,900 per month,
distribution magazine: 8,000 (incl. e-paper)

Short description:

The leading medium of the **design industry** offers indispensable knowledge for the development of current brand presences, convincing communication concepts and digital products.

Target group:

PAGE is the ideal communication platform for all those who are looking to access to creative professionals in agencies and companies.

Reach*:

Page Impressions: 368,300 per month,
distribution magazine: 14,100 (incl. e-paper)

Short description:

Insights into **e-commerce and stationary sales** with the central topics of marketing, store technologies, payment, marketplaces, UX and logistics.

Target group:

Decision-makers in industry/trade, e-commerce managers, marketing and sales professionals.

Reach*:

Page Impressions: 419,800 per month,
distribution magazine: 5,300 (incl. e-paper)

Short description:

The information platform of the communications industry and is aimed at interested parties in **marketing, agencies and media**.

Target group:

Brand makers – whether decision-makers, creative professionals, strategists, numbers crunchers or managers. The focus is on communicators who want to make a difference.

Reach*:

Page Impressions: 1,745,500 per month,
distribution magazine: 17,100 (incl. e-paper)

Sales table in €	Discounts in %
25,000	3
50,000	5
100,000	10
150,000	15
250,000	17
450,000	20
650,000	22

The discount scale* applies to sales of print and digital products of the following brands:

- **com! professional**
- **INTERNET WORLD**
- **PAGE**
- **W&V**

Gross prices shown for placements serve as basis for the sales table.

Bookings for non-discountable products, such as special advertising formats and events (excluding technical costs), are integrated into the basic contract.

* Discounts do not apply to products of JOBNETWORK by EBNER MEDIA GROUP.



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telecommunications



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image agencies, insurance, market
research, marketers/media houses,
pharmaceuticals, print/paper,
promotional products, real estate,
tourism, trade fairs



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marketplaces,
retail/e-commerce,
shop tech



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logistics, audio, automotive/
supplier, cinema, FMCG/B2C,
luxury goods, non-profit
organizations, out of home
advertising, public, TV/video