

itsecurity it-daily.net



MEDIA K I T 2 0 2 5

Today, corporate security has to do one thing above all else: it has to work! There is no point in implementing various security tools if they do not work or even fail in an emergency. Cyber defence requirements are becoming ever more complex and attacks ever more structured. This calls for a partner with years of expertise.

itssecurity has been providing information on innovative, sustainable, practical and cost-effective solutions for all internal company security issues for more than 20 years.

We are a media partner of various security events.

itssecurity it security is aimed at:

- Managers in IT security
- Security officers
- Data protection officers
- Consultants for security projects
- CSOs
- Head of E-Business
- Administrators
- Head of Audit

FACTS AND FIGURES

- 25.807 Total distributed circulation*
of which Interactive Edition ePaper: 16.055
- 6 issues it management and 6 supplements it security jährlich
- Interactive Editon it management und it security **NEW**
- Distribution D-A-CH
- 268.555 Pl's per month*
- 161.596 Unique user monthly*
- 8.500 Newsletter subscribers it management
- 5.800 Newsletter subscribers it security
- 7.000 Newsletter subscribers it daily
- 11.000 + Social Media Followers

PRINT

DIGITAL

CROSS-
MEDIA

LEADGEN

EVENTS

YOUR CONTACT PERSONS



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PRINT

DIGITAL

CROSS-
MEDIA

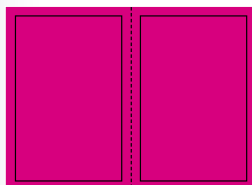
LEADGEN

EVENTS

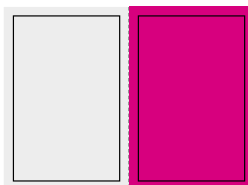
Issue	Focus topic & Main topics	RED	ANZ	DUS	EVT Print	EVT Interactive	Fairs/Digital events
01 02 2025	Topics are valid for the entire year and will be adjusted accordingly to reflect current events: Deepfakes DORA NIS2 Security Awareness Threat Intelligence Security-Innovationen IAM/PAM Ransomware Cyber insurance Industrial IT Security Zero Trust KI Security Cybersecurity IoT-Security Cloud- & Mobile Security Blockchain Encryption technologies Cybercrime: Detect & Respond Data Center Security Industrial IT Security Digital Identities Shadow-IT DDoS-Attacks Ransomware	12/20/24	01/13/25	01/15/25	01/27/25	02/05/25	Thought Leadership 12 February DSAG-Technologie Days 02. until 03. April, Wiesbaden Hannover Fair 31 March to 04 April We secure IT 09 April IT Roadmap 15 May Generative KI 04 June
03 04 2025		02/10/25	02/27/25	03/04/25	03/14/25	03/20/25	Tech Show Frankfurt 04 to 05 June Deepfakes unmasked 26 June DSAG-Jahreskongress 16 to 18 September, Bremen it-sa 07 to 09 October, Nuremberg
05 06 2025		04/07/25	04/28/25	04/30/25	05/14/25	05/28/25	We secure IT 12 to 13 November Next Level Storage 03 December
07 08 2025		06/06/25	06/27/25	07/01/25	07/11/25	07/16/25	
09 10 2025		08/06/25	08/25/25	09/02/25	09/12/25	09/17/25	
11 12 2025		10/06/25	10/27/25	11/04/25	11/14/25	11/26/25	
01 02 2026		12/22/25	01/12/26	01/15/26	01/26/26	02/11/26	

IT-SA
SPECIALSPECIAL TOPIC
INNOVATIONS 2026

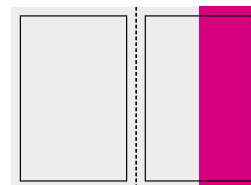
LET'S PRINT



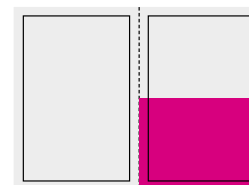
2/1 Page
420x297mm in the bleed*
6.900,- €



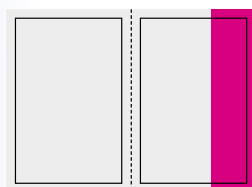
1/1 Page
210x297mm in the bleed*
4.180,- €



1/2 Page vertical
103x297mm in the bleed*
2.420,- €



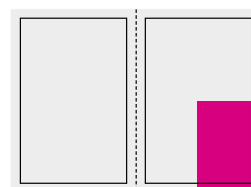
1/2 Page horizontal
210x148mm in the bleed*
2.420,- €



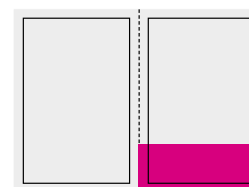
1/3 Page vertical
72x297mm in the bleed*
1.950,- €



1/3 Page horizontal
210x99mm in the bleed*
1.947,- €



1/4 Page vertical
103x148mm in the bleed*
1.460,- €



1/4 Page horizontal
210x74mm in the bleed*
1.460,- €

*Bleed allowance in the bleed: Left, right, top, bottom 3 mm each. (Please always supply adverts with bleed)

Other formats on request.

All prices in EUR and exclusive tax.

Discounts for booking within 12 months.

We offer a 15 % discount on the regular prices when booking a black and white advertisement.

Bound inserts, postcards, supplements,
island adverts, booklets, job adverts,
specials, banderoles, bookmarks.

On request

INTERACTIVE EDITION

Our trade magazines it management and it security are also published as Interactive Editions. This enables us to increase the distribution and increase the presence of our partners.

Supplement your technical article, advertorial or advert and interact with the readers of your target group to provide in-depth information on your company`s solutions and products.

Use videos, image galleries, gifs or website integration as an option and „liven up“ your message.



GIF-ANIMATION

GIF animations enhance technical articles, adverts and advertorials.

Data requirements

- GIF-Animation (as mp4)
- Your Ad Design
- View file with sketch of your desired integration
- Video ratio 16:9 or 4:3

Costs 450,- €

Example area for
media integration



VIDEOINTEGRATION / YOUTUBE-VIDEO

Use video to guide the reader's attention to your message.

Data requirements

- mp3, mp4 or Video-URL (Vimeo or YouTube)
- Short description text, max. 300 characters (incl. spaces)

Please note: The integration of a video on our customers' servers is not possible.

Costs 800,- €



INTEGRATION OF A WEBSITE OR A WEB LINK

Present your website within your Ad Design or editorial coverage.

Data requirements

- Target URL
- Screenshot of the website
- Short image description, max. 300 characters (incl. spaces)

Costs 350,- €



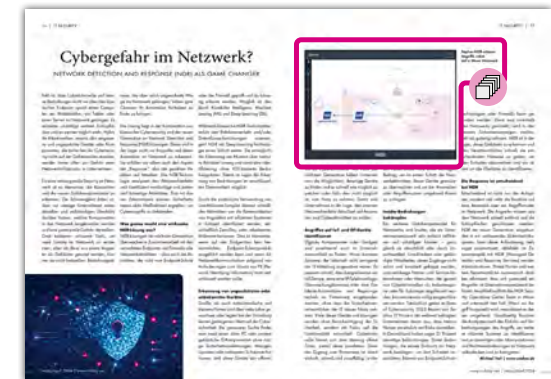
INTEGRATION OF AN IMAGE GALLERY

Optimise your content and offer readers further insights and additional information about your message using an image gallery.

Data requirements

- Maximum 5 images
- Source reference

Costs 500,- €



DATA REQUIREMENTS PRINT

PRINTING PROCESS

Cover: Sheet offset

Inside: Sheet offset printing with adhesive binding

SPECIAL COLORS

Special colors or color shades that cannot be achieved by printing colors of the scale used together require a separate agreement.

The publisher reserves the right, due to technical requirements, to build up spot colors also from the four-color scale.

BLEEDS

For ads with bleed left, right, top and bottom 3 mm each.

For ads with gutter print, two separate templates are required, each with 3 mm allowance in the gutter.

DIGITAL PRINT DATA

The following formats can be supplied:

PDF (print optimized), eps-, ps-, psd- und tif-files

Images in min. 300dpi resolution (to achieve optimal printing results)

Color Profile: ISOcoated_V2_300_eci

TRANSMISSION OF DIGITAL DATA TO

E-Mail: redaktion@it-verlag.de

ADDRESS OF THE PRINTING HOUSE FOR SUPPLEMENTS

Gebr. Geiselberger GmbH

Martin-Moser-Straße 23

84503 Altötting

Please always indicate the issue in the subject line.

Example: Beilage für it management Heft 01-02 2025

By submitting the print data, it is confirmed that the advertiser accepts full responsibility for the accuracy of the data supplied.

Minor colour deviations that occur during the printing process are not the responsibility of the publisher.



PRINT

DIGITAL

CROSS-
MEDIA

LEADGEN

EVENTS

ONLINE ADVERTISING FORMATS

DESKTOP	SIZE	PRICE
Halfpage	300 x 600 Pixel	790€*
Skyscraper right	160 x 600 Pixel	590€*
Skyscraper left exclusive	160 x 600 Pixel	660€*
Medium Rectangle	300 x 250 Pixel	590€*
Content Ad	300 x 250 Pixel	590€*
Medium Rectangle Sidebar	300 x 250 Pixel	330€*
Native Ad Position 1		730€*
Native Ad Position 2		400€*

MOBILE	SIZE	PRICE
Mobile Banner	300 x 50 Pixel	120€*
Mobile Medium Rectangle	300 x 250 Pixel	195€*
Mobile Wideboard	300 x 150 Pixel	160€*

* Costs per week.
All prices exclude VAT and are 15% AE commissionable.

HIGHLIGHT-TICKER


Present your content, your newsletter or your event in the ticker on the it-daily.net website.

The highlight ticker is realized with the patented widget Plugilo, an AI-based network that distributes your content in real time.

- High active views of your content
- Real-time visibility through mouse over
- Any published URL can be used
- Uncomplicated content change
- Free listing of your company in the IT provider directory at it-daily.net
- Reporting

Highlight-Ticker	Costs monthly
Distribution of your landing pages	1.400,- €



 2-3% | Active Views

All prices exclude VAT and are 15% AE commissionable.

IT SPOTLIGHT

it spotlight – Your exclusive business profile on it-daily.net.

Present your company, your brand and your products to a specialised IT audience. With logo placement on the homepage, in newsletters and trade magazines as well as optional content synergies and profile support, you can sustainably increase your visibility in the B2B IT sector.

[Click here for example](#)



SERVICES	CLASSIC	PRO
Exclusive business profile with customised design features	✓	✓
Logo placement in the newsletter (it management and it security)	✓	✓
Logo placement on the homepage of it-daily	✓	✓
Partner advert in the trade magazine it management and it security with logo		✓
Content synergy: Editorial articles from it-daily are displayed in it spotlight		✓
LinkedIn post with link to the company page on it spotlight		✓
Profile support and setup by our expert team		✓
	3.000,- €	5.500,- €

it spotlight
Spot an für starke IT-Lösungen

Duration 12 months, start date freely selectable.

it spotlight is a subscription model and is automatically extended by 12 months if it is not cancelled 1 month before expiry.

NEWSLETTER-SPONSORING

The IT-Verlag offers TextAds in changing e-mail newsletters:

itmanagement recipients approx 8.500 every two weeks

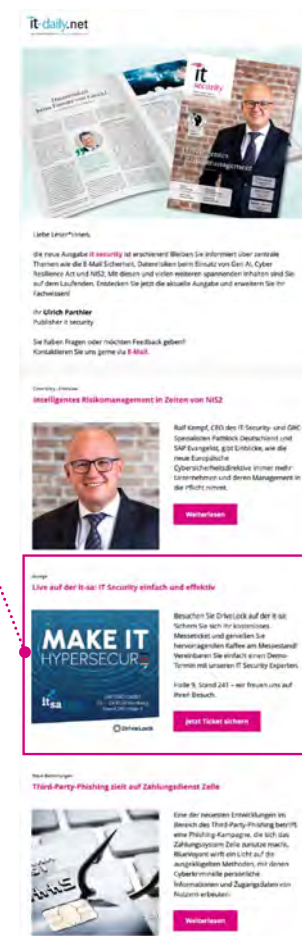
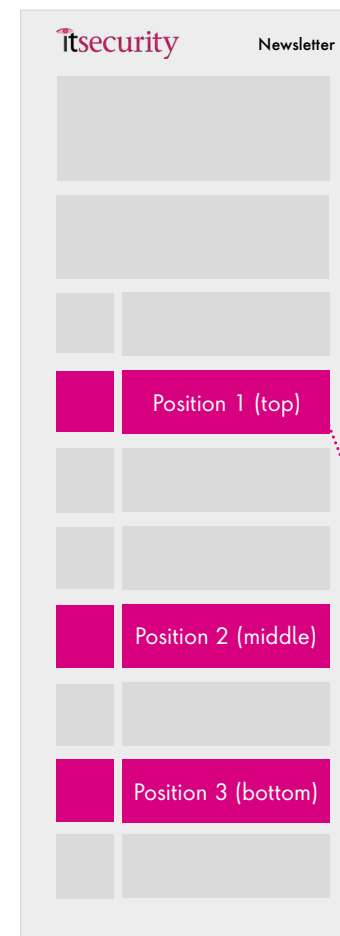
itsecurity recipients approx 5.800 every two weeks

Position	Costs* itmanagement	Costs* itsecurity
Position 1 (top)	1.150,- €	790,- €
Position 2 (middle)	990,- €	690,- €
Position 3 (bottom)	900,- €	640,- €

👁 14-18% | Open Rate it management
16-19% | Open Rate it security

*Price per mailing.

All prices exclude VAT and are 15% AE commissionable.



IT-DAILY NEWSLETTER

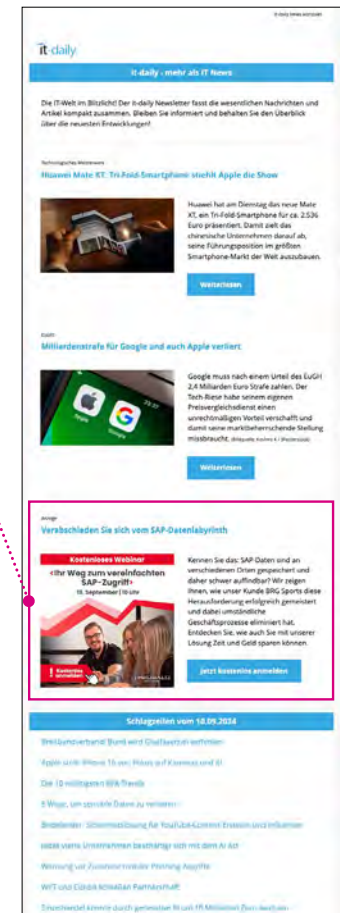
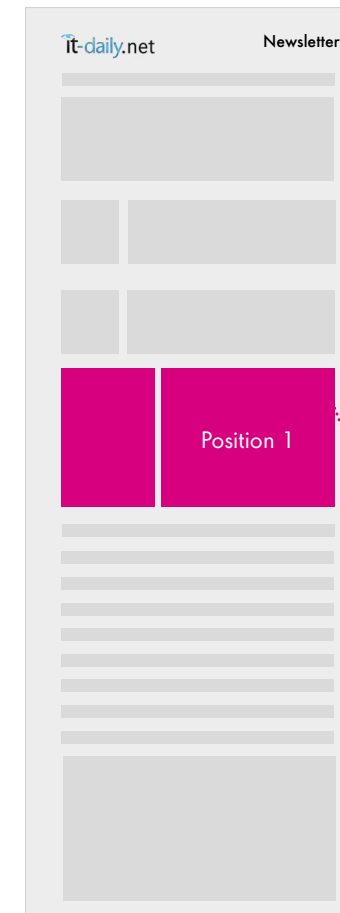
With our it-daily newsletter, we report on the latest news from the world of enterprise IT.

We send the newsletter embedded in our template, to our newsletter subscribers.

Exclusive placement	Recipients	Delivery
TextAd Position 1	7.000	5x per week
Costs per week 2.150,- €		

👁 18-20% | Open Rate it daily Newsletter

All prices exclude VAT and are 15% AE commissionable.



STAND ALONE MAILING

Address your target group exclusively!

With the Stand Alone Mailing you send your message, whether event, service or product.

We send the mailing integrated in our template to our newsletter subscribers.

itmanagement

approx. 8.500 Recipients

Costs 6.500,- €

itsecurity

approx. 5.800 Recipients

Costs 4.500,- €

👁 15-20% | Open Rate



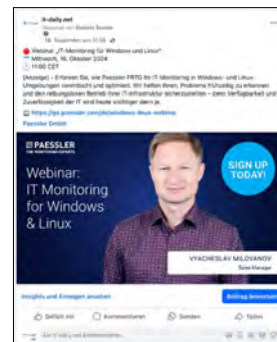
All prices exclude VAT and are 15% AE commissionable.

EVENT | WEBINAR - APPLICATION

Use our package to actively promote your event or your webinar.

- 4 weeks Highlight Ticker on the website it-daily.net, at the bottom of the browser
- 4 weeks of bannering
- Publication editorially via subsequent newsletter
- 4 x Social Media Seeding (LinkedIn, X, Facebook)

Costs 4.600,- €



We do not provide a lead guarantee for products on our customers` servers.

All prices exclude VAT and are 15% AE commissionable.

WEEKEND-SPECIAL

Current topics prepared in depth.

Our editorial team prepares the current topic accordingly with specialist articles, interviews, case studies and also visual storytelling (photos, video). You are placed exclusively within the special.

The new topic is published on the first weekend of each month.

EXKLUSIVE NATIVE ADVERTISING

Placement: it-daily.net within Weekend Special

Duration: 4 weeks

- 2 x specialist articles within the Weekend Special
- 2 x 1 Do-follow-Link
- 4 x Social Media Seeding (LinkedIn, X, Facebook)
- 4 weeks Native Ad within the Weekend Special
- Editorial reference to the Weekend Special in the newsletter (it management & it security)
- Slider for the Weekend Special on the it-daily.net homepage (from Friday midday until sunday)
- Your logo on all advertising materials
- After four weeks the Weekend Special remains online in the appropriate category
- Evaluation of the individual contributions after 4 weeks

Costs 4.000,- €

Optionally: Content Creation by our editorial team.

Per contribution **1.000,- €** (not AE commissionable). Lead time: 4 weeks

it-daily
Weekend

Starting time	Topic
January 01/10/25	Low Code, No Code
February 02/07/25	Storage
March 03/07/25	Cloud Computing
April 04/04/25	IAM/PAM
May 05/02/25	AI-Tools (Big Data & Analytics)
June 06/06/25	Virtual an Augmented Reality
July 07/04/25	Quantum Technology
August 08/01/25	Security In-house Threats versus Cybersecurity
September 09/05/25	SAP Business Technology Platform
October 10/03/25	Workplace Management / Unified Communication
November 11/07/25	Data Centre (Green IT, Sustainability, Monitoring, data centre planning & construction, etc.)
December 12/05/25	IT Security

We reserve the right to make changes.

SOCIAL MEDIA SEEDING

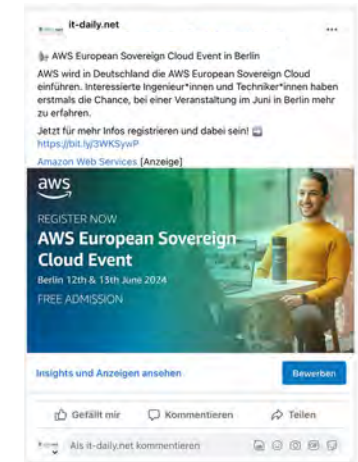
The social media seeding will be published as a tagged post via the it-daily.net social media channels LinkedIn, X and Facebook.

After publication, you will receive an evaluation of the post.

Social Media Seeding	Follower*
LinkedIn	2000+
X it management	1600+
X it security	5300+
Facebook	600+
Package price (per week)	220,- €
Package price from 3 times (per week)	200,- €

*Status August 2024

Social media post will be marked accordingly.



“ Social media is just a buzzword until you develop a strategy. ”

DATA REQUIREMENTS DIGITAL

DISPLAYBANNER DESKTOP & MOBILE

Size: GIF (static or animated), JPG/ PNG

HTML 5 (on request)

max. 100 KB for Display

max. 50 KB for Mobile

Target Link

NATIVE AD

Headline: max. 50 characters (incl. spaces)

Text: max. 300 characters (incl. spaces)

Image: 1.920 x 1.080 px JPG / PNG / GIF

Target Link

HIGHLIGHT TICKER

Logo: max. 500 px | 2 weeks before switching

Upload format: URL

Upload subject line: max. 50 characters

NEWSLETTER TEXTAD | IT-DAILY NEWSLETTER TEXTAD

Headline: max. 50 characters (incl. spaces)

Text: max. 300 characters (incl. spaces)

Images: 450 x 450 px JPG / PNG

Target Link

EVENTEINTRAG

Headline: Event title

Text: max. 300 characters (incl. spaces)

Logo/Image: 450 x 450 px JPG / PNG

Target Link

STAND ALONE MAILING

Textfile max. 1.500 characters (incl. spaces)

Header image: 700 x 400 px JPG / PNG

Images small: 450 x 450 px JPG / PNG

Target Link

or HTML template

WEBINAR ON DEMAND

Short description as a Word file

Advertising material: Half Page 300 x 600 px, jpg, png

Images: 1.920 x 1.080 px

WEEKEND SPECIAL

5.000 - 8.000 characters (incl. spaces)

Header image: 1.920 x 1.080 px., JPG

Images or graphics (optional, min. 1000 px. wide)

1 Do-Follow-Link

Optional: author photo and short vita (links to website, LinkedIn, Xing, X)

Example: <https://www.it-daily.net/weekend-special>

SOCIAL MEDIA POST

100-200 characters (incl. spaces)

Image size: 700 x 400 Pixel, jpg oder png

Hashtags

Tag (@) company

Destination link



PRINT

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LEADGEN

EVENTS

COVER ASSIGNMENT PRINT | ONLINE COVERSTORY | CROSSMEDIA

High Performance through crossmedia combination **itsecurity** & **it-daily.net**

COVER ASSIGNMENT PRINT

- Cover design in consultation with our editorial team
- 2/1 page interview
- 2/1 page technical article
- Online on it-daily.net
- Interactive Edition: Placement of multimedia content such as a weblink, gif animation, video, podcast or image gallery
- 100 copies
- Editorial publication in the newsletter
- PDF for your press review



ONLINE COVERSTORY / FEATURED HIGHLIGHT

- Interview two weeks in the Big Slider - design in consultation
- Up to two further articles with linking
- Pin in the appropriate category. Interview stays two weeks on position 1
- Publication editorially via a subsequent newsletter
- Distribution via social media (LinkedIn, X, Facebook)
- Press info & distribution via press box
- Embedding of video possible
- 3 Do-Follow-Links

[Click here for example](#)



Big Slider

Costs on request

ADVERTORIAL | ONLINE ADVERTORIAL

Increase your reach!

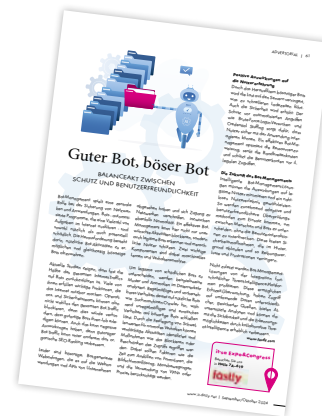
The advertorial* offers your company greater acceptance through editorial presence.

Attracts attention through relevant and informative content including logo presence.

Perfect in cross-media combination!

PRINT

- Interactive Edition:
Placement of multimedia content such as a weblink, gif animation, video, podcast or image gallery



Advertorial	Costs
1/2 Page: approx. 1.700 characters incl. spaces	1.430,- €
1/1 Page: approx. 3.500 characters incl. spaces + image	2.750,- €

*Advertorials are firmly integrated and are marked as such.
All prices exclude VAT and are 15% AE commissionable.

ONLINE

- 2 weeks bannering
- Pin in the appropriate category. Advertorial remains in position 1 for two weeks
- Social Media Seeding (LinkedIn, X, Facebook)
- Publication editorially via a subsequent newsletter
- 1 Do-Follow-Link
- Link permanently online



Costs 4.700,- €

TEASERPACKAGE | SPONSORED CONTENT

Expand your brand through cross-media combinations!

TEASERPACKAGE

Teaser on the cover with logo and page reference to interview or technical article.

- 2 pages Interview/article
- Social Media Seeding (LinkedIn, X, Facebook)
- Online auf it-daily.net
- Interactive Edition:
Placement of multimedia content such as a weblink, gif animation, video, podcast or image gallery



SPONSORED CONTENT ONLINE

- Technical article series on it-daily.net, up to five technical articles linked to each other over a period of time
- 1 Do-follow-Link per technical article
- Social Media Seeding (LinkedIn, X, Facebook)
- Link permanently online



NATIVE ADVERTISING PACKAGE

Leistungen:

- 2/1 pages technical article print (not advertising!)
- Print goes Online (not advertising!)
- Online article on it-daily.net (not advertising!)
- 1 Do-Follow-Link
- 1 x Social Media Seeding (LinkedIn, X, Facebook)
- Interactive Edition: Placement of multimedia content such as a weblink, gif animation, video, podcast or image gallery
- PDF for the homepage

All prices exclude VAT
and are 15% AE commissionable.

We will provide you with a customised, individual offer.
Costs on request

THOUGHT LEADERSHIP CAMPAIGN

**” Companies think,
Thought Leaders think ahead! ”**

Use our well-structured campaign - a mix of interviews, specialist articles, case studies, analyses, opinions and teasers - to present your position and be perceived as a thought leader from different perspectives.

For strategic content distribution, we rely on a cross-media chain involving multipliers and our partners.

The thought leadership concept is implemented in three consecutive print and interactive editions, which are also published online on it-daily.net and labelled as thought leadership articles.



The campaign is accompanied by extensive marketing measures such as newsletters, bannerings, teaser logo on the cover and social media seeding.

Costs on requests

Optionally: Content Creation by our editorial team.
Per contribution **1.000,- €** (not AE commissionable). Lead time: 4 weeks



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TOPIC eBook

As a co-editor, you place your technically well-founded specialist article in the eBook and receive leads in return!

Our topic eBooks serve enterprise IT as a basis for investment decisions.

We design and promote each eBook via it-daily.net, newsletter, [itsecurity](https://itsecurity.net) trade magazine, social media and topic and target group specific forum

EDITORIAL CALENDAR 2025 (Subject to change)

- Generative KI
- Low Code, No Code, My Code
- IT Security
- Deepfakes und Co.
- Green IT, Nachhaltigkeit
- Storage

Costs including 40 Leads from all industries and company size **3.500,- €**

Lead generation GDPR compliant.
All prices exclude VAT and are 15% AE commissionable.



CUSTOMIZED eBook

EXCLUSIVELY FOR YOUR COMPANY!

Together with you, we develop a business-relevant online medium that is tailored exactly to your topic.

We promote it as part of an extensive marketing campaign via our newsletters, our online platform [It-daily.net](https://it-daily.net), social media, topic- and target group-specific internet forums and our magazines.

Advantages:

- The eBook is created just for you
- Optimization of attention through target group oriented application
- Active support for your sales
- Can be used as a partner-focused eBook with participation of your partners (and possibly customers)
- Can, after lead generation through us, be used by you/your partners for further lead generation on other platforms



Lenght::	16 pages
Basis costs:	4.000,- €
Plus CPL:	105,- €
Number of Leads:	depending on the topic

Lead generation GDPR compliant.

All prices exclude VAT and are 15% AE commissionable.

HOSTING CAMPAIGN

LEADS WITH YOUR CONTENT

As part of a comprehensive marketing campaign, we advertise your neutral and solution-orientated content (whitepaper or eBook) via newsletters, bannering and social media seeding until the agreed lead quantity is reached.

- Hosting at least three month
- Lead quantity depending on topic

Basic MQL	
First and last name Company Position E-Mail Phone	
Campaign hosting: 1.300,- €	
Leadpackage (Basic Lead)	
30 Leads	105,- € Costs per Lead
50 Leads	105,- € Costs per Lead
70 Leads	100,- € Costs per Lead
From 100 Leads	95,- € Costs per Lead
Special MQL	
All the above features plus additional criteria: Employees Industry	Costs on request

Lead generation GDPR compliant.

All prices exclude VAT and are 15% AE commissionable.



WEBINAR

We organise, promote and moderate your webinar.
You present your topic and get interested parties directly as LEAD.

Our Service

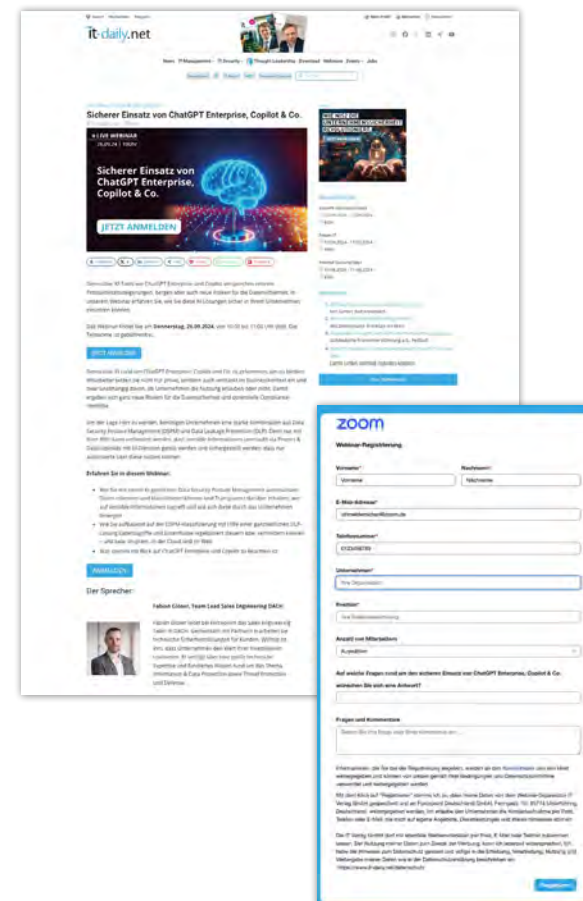
- Organisation incl. advertising via our newsletter and standard banners
- Recruitment of participants
- Coordination
- Implementation
- Moderation
- Hosting as on demand webinar

Costs from 4.000,- €

Plus costs for leads.

(Costs for Basic MQ Leads 105,- €)

We would be pleased to make
you an individual offer.



All prices are plus VAT and are subject to a 15% AE commission.

INDIVIDUAL MARKETING FORMATS

We develop customised campaigns with you, crossmedia or digital.

We design, produce and distribute your message.

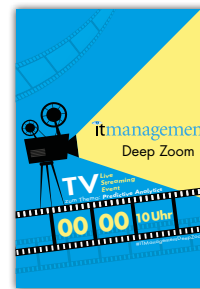
In cooperation with you, we create an individual appearance that guarantees you attention.

This also includes a variety of innovative options:



DIGITAL ROUND TABLE

Individually adapted to your target group



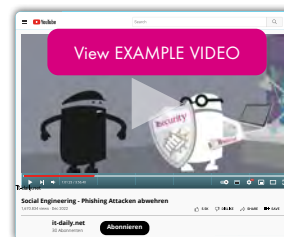
DEEP ZOOM

TV Live-Streaming-Event



it DOC SPRECHSTUNDE

Creative Hub for new projects



VIDEO MARKETING

From Video Marketing to viral marketing

Please contact us



PRINT

DIGITAL

CROSS-
MEDIA

LEADGEN

EVENTS

Save the Date!

Thought Leadership IT

02/12/25
(ONLINE)

We secure IT

04/09/25
(ONLINE)

IT Roadmap

05/15/25
(ONLINE)

Generative KI

06/04/25
(ONLINE)

Deepfakes unmasked

06/26/25
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