

2017 media data

Price list no. 23 (valid from 01.01.2017)

IT-SICHERHEIT

Specialist magazine for IT security and data protection



The leading
specialist magazine
for IT security
and data protection



-  @IT_Sicherheit24
-  /ITSicherheit
-  IT-Sicherheit

Specialist journal

Events

Corporate publishing

Web conferences

IT-SICHERHEIT

Webinars

Specialist magazine for IT security and data protection

Online presence

Digital info service
IT-SICHERHEIT news

Video interviews

We put you and your solution in the limelight across the media.

Strengthen the **effect** of your communication and benefit from new target groups.

Use our **attractive network**.

Talk to us! We'll work together with you to find a strategy that suits you.

The heads of IT-SICHERHEIT



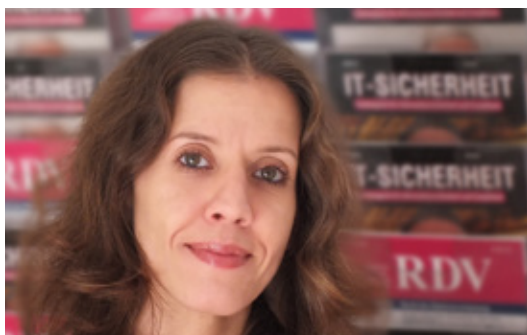
As a recognised expert in matters of IT security, Jan von Knop has led the specialist magazine, IT-SICHERHEIT as its chief editor since 2009. He is also a member of the scientific advisory board of the Gesellschaft für Datenschutz und Datensicherheit e.V., **GDD** [German Association for Data Protection and Data Security].

■ **Jan von Knop** | Chief Editor of IT-SICHERHEIT



Stefan Mutschler has been an IT journalist since 1985, firstly as an editor for various PC-orientated magazines and network publications, later as a freelance specialist journalist. In this regard, he has always been intensively involved with the matter of IT security. He has been serving as IT-SICHERHEIT's deputy editor since the end of 2009.

■ **Stefan Mutschler** | Deputy Editor of IT-SICHERHEIT



As early as during her studies, Faatin Hegazi developed a passion for IT security and data protection. She has been serving IT-SICHERHEIT in an editorial capacity, working closely with the chief editorial office since the beginning of 2012.

■ **Faatin Hegazi** | Editor of IT-SICHERHEIT

The world of IT security is constantly undergoing changes: technologies, services and legal guidelines are always changing – and with them, the requirements for a secure IT infrastructure. A constant challenge for you as the provider and for us as your media partner.

With our motivation and ideas, we'll change – together.

IT-SICHERHEIT is read by decision makers – come to the right place to secure your presence.

**“IT-SICHERHEIT –
more than a journal”**

Characteristics

The leading specialist magazine for IT security and data protection.

IT-SICHERHEIT provides practical and current information regarding technical developments, news and trends on all matters of IT security – from acute risks and dangers regarding new security technologies and solutions to legal requirements and data protection. The specialist magazine examines the security requirements regarding trending topics such as cloud computing and mobile security as well as network and process security questions and the management of IT security.

IT-SICHERHEIT combines knowledge regarding compliance requirements, which are derived from regulations of the Federal Data Protection Act, KonTraG, Basel II, SOX and other guidelines from IT law and supports business and public administration through introduction and implementation strategies.

IT-SICHERHEIT also provides comprehensive information between individual publications:

The free digital info service “**IT-SICHERHEIT News**” (subscribe at www.itsicherheit-online.com/newsletter) delivers current news, full specialist contributions, check lists and helpful tips for use in practice. The most up-to-date notifications are also available daily at www.twitter.com/it_sicherheit24 and www.facebook.com/itsicherheit.

You can also find us on XING: Exchange experiences and discuss with the network of our **XING group** “**IT-SICHERHEIT**”.

Fakten

Readership:

- Specialist and executive personnel in IT management
- CEOs
- IT security officials
- Data protection officials
- IT consultants
- System and network administrators

Print run: 5.500

Actual distribution: 5.300

Geographic distribution analysis:

Nationwide

Volume/frequency of publication:

23rd volume 2017, 6 x annually

Journal format:

210 mm width x 297 mm height

Print space:

181 mm width x 260 mm height

Printing and binding process:

Sheet offset, saddle stitch

Reference price:

Annual subscription: € 89,-

Individual price: € 15.00 including 7% VAT;
Excluding delivery costs

ISSN 1868-5757

Publisher Information

Publisher

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Terms of payment

30 days after receipt of invoice, net
Direct debit: 3% discount

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Deadlines and Topic Plan 2017

PD = Publishing Date | CD = Ad Closing Date | DD = Delivery Date print material

Release dates	Focus I	Focus II	Other Topics
February March PD: Feb 23rd CD: Feb 1st DD: Feb 1st	Data centre security <ul style="list-style-type: none"> • Fire protection • Leakage • Uninterruptible Power Supply (UPS) • Access control • Video surveillance • Monitoring 	E-mail security <ul style="list-style-type: none"> • E-mail encryption • E-mail archiving • Virus & malware protection • SPAM protection 	Market survey: <ul style="list-style-type: none"> • UPS-Systems • E-mail Archiving Systems Traid fairs: <ul style="list-style-type: none"> • CeBIT • Hannovermesse
Special issue PD: Feb 23rd CD: Feb 1st DD: Feb 1st	IT-SICHERHEIT Best Practice 1/2017 The protection of company know how and sensitive data has many facets. Accordingly, the solution approaches of security providers are varied, which we will outline in detail in the year-round special IT-SICHERHEIT Best Practice. Also receive a practical provider report.		Edition: 10,000 copies Delivery: year-round at large security and IT trade fairs Prices: 1 page provider report: € 1,100.00 2 page provider report: € 1,900.00
April May PD: Apr 26th CD: Mar 29th DD: Mar 29th	Cloud security <ul style="list-style-type: none"> • Privacy Shield • Cloud services • Big Data • Data Categorisation • Internet of Things 	Identity & access management <ul style="list-style-type: none"> • Authorisation management • Smart cards • Biometry • Security Information and Event Management 	Market survey: <ul style="list-style-type: none"> • Managed/Cloud Security Services Traid fairs: <ul style="list-style-type: none"> • European Identity & Cloud Conference, • IT-Sicherheitskongress (BSI) • IT & Business
Special issue PD: Apr 26th CD: Mar 29th DD: Mar 29th	Special: Critical infrastructures This themed supplement will be distributed with the regular IT-SICHERHEIT issue circulation. For IT security vendors and service providers this special (circulation: 7,000 copies) is the perfect opportunity to present their solutions in a tailor-made medium about critical infrastructures. Would you like to become a co-editor ? We provide unique offers for you.		Edition: 7,000 copies Delivery: at security and public service trade fairs, possibly also supplements in foreign publications.
June July PD: Jun 20th CD: May 24th DD: May 24th	Network Security <ul style="list-style-type: none"> • Firewalls/VPN • Network monitoring • Network attack szenarios • Hypervisor security • Data Leakage Prevention • Patch management 	Business continuity <ul style="list-style-type: none"> • High availability • Disaster recovery • Emergency strategies 	Market survey: <ul style="list-style-type: none"> • Next Generation Firewalls Traid fairs: <ul style="list-style-type: none"> • protekt • SicherheitsExpo Munich

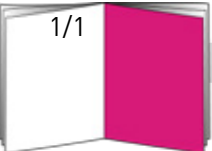
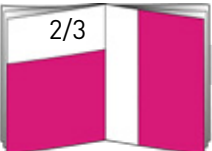
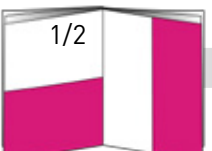
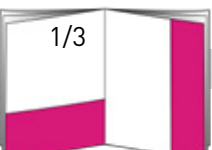
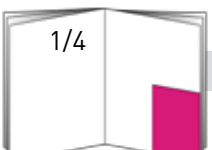
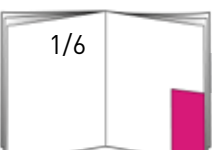
Deadlines and Topic Plan 2017

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Release dates	Focus I	Focus II	Other Topics
August September 4 PD: Aug 14th CD: Jul 19th DD: Jul 19th	Storage security <ul style="list-style-type: none"> • Server virtualisation • Backup & Restore • Data recovery • Flash memory/Optical storage media • Cloud backup • Data erasure/Disposal of data carriers 	Internal threats <ul style="list-style-type: none"> • Security awareness • Employee training • Social engineering • Access control • Authorisation management 	Market survey: <ul style="list-style-type: none"> • Flash Memory Provider Traid fairs: <ul style="list-style-type: none"> • ifa
Special issue PD: Aug 14th CD: Jul 19th DD: Jul 19th	IT-SICHERHEIT Best Practice 2/2017 DThe protection of company know how and sensitive data has many facets. Accordingly, the solution approaches of security providers are varied, which we will outline in detail in the year-round special IT-SICHERHEIT Best Practice. Also receive a practical provider report.		Edition: 10,000 copies Delivery: year-round at large security and IT trade fairs Prices: 1 page provider report: € 1,100.00 2 page provider report: € 1,900.00
October November 5 PD: Oct 4th CD: Sep 6th DD: Sep 6th	Encryption <ul style="list-style-type: none"> • Hard disk encryption • E-mail encryption • Range of applications • Standards 	Web application security <ul style="list-style-type: none"> • Web application attacks • DoS/DDoS attacks • Web application firewalls • Web application security scanner • OWASP 	Market survey: <ul style="list-style-type: none"> • Encryption Appliances Traid fairs: <ul style="list-style-type: none"> • it-sa • DAFTA • SPS IPC Drive
December 6 PD: Dec 13th CD: Nov 22nd DD: Nov 22nd	Mobile security <ul style="list-style-type: none"> • Mobile Device Management • Protection of mobile devices • Tap-proofed telephony • Mobile apps • Secure mobile access 	Forensic <ul style="list-style-type: none"> • Log management • Penetration testing • Security Information and Event Management 	Market survey: <ul style="list-style-type: none"> • Mobile Device Management Traid fairs: <ul style="list-style-type: none"> • IT -Defense
Special issue PD: Dec 13th CD: Nov 22nd DD: Nov 22nd	2018 IT-SICHERHEIT industry report In the 2018 IT-SICHERHEIT industry report, we highlight the providers in the IT security sector and their product and service offerings for the different security divisions. Tell our readers about your products and solution approaches.		Edition: 15,000 copies Prices: 1 page provider report: € 490.00 2 page provider report: € 850.00

Prices & Formats

*The format specifications for bleed ads already include 3 mm bleed all around trim

			Formats		
Size	Color	Price	Format	Type area format	Bleed*
	b/w	1,500.00		181 x 260 mm	216 x 303 mm*
	2c	1,875.00			
	4c	2,625.00			
	b/w	1,200.00	portrait	119 x 260 mm	140 x 303 mm*
	2c	1,500.00	landscape	181 x 172 mm	216 x 210 mm*
	4c	2,100.00			
	b/w	900.00	portrait	88 x 260 mm	109 x 303 mm*
	2c	1,125.00	landscape	181 x 128 mm	216 x 153 mm*
	4c	1,575.00			
	b/w	800.00	portrait	57 x 260 mm	78 x 303 mm*
	2c	1,000.00	landscape	181 x 83 mm	216 x 108 mm*
	4c	1,400.00			
	b/w	600.00	portrait	90 x 129 mm	109 x 153 mm*
	2c	750.00			
	4c	1,050.00			
	b/w	450.00	portrait	57 x 128 mm	75 x 156 mm*
	2c	562.50			
	4c	787.50			

All prices are exclusive of statutory VAT.

Premium positions

2. + 4. Cover page, 4c	€ 3,020.00
1. right side, 4c	€ 2,885.00

Job offers

1/2 page (88 x 260) 4c	€ 610.00
1/1 page (181 x 260) 4c	€ 1,220.00

Classified advertisements

Per mm b/w and heading	€ 2.50
Surcharge 4 colours (one-off)	€ 150.00

Minimum size: 15 mm

Minimum booking: 6 editions

The headings are free to choose.

Discounts

Valid within the insertion year.

Multiple discount

3 ads	3%
6 ads	5%
12 ads	10%
24 ads	15%

Volume discount

from 2 pages	5%
from 3 pages	10%
from 6 pages	15%
from 12 pages	20%

Special Advertising



Inserts

maximum format: 205 mm x 292 mm

to 25 g

per 1,000 pieces

€ 370.00/Tsd.

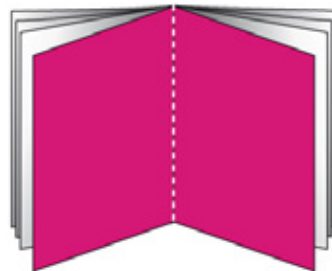
plus Porto share

to 50 g

per 1,000 pieces

€ 380.00/Tsd.

plus Porto share



Bound inserts

maximum format: 210 mm x 297 mm

4-pages, completely printed

€ 1,870.00

8-pages, completely printed

€ 3,200.00

Only complete edition available.



Affixed Advertising Media

Postcards

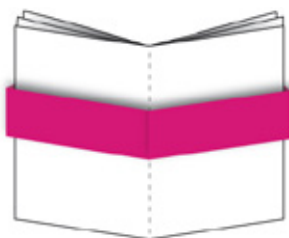
€ 95.00/Tsd.

CD/Booklet

prices on request

plus Porto share

Placement of a supplied advertising material is possible only after consultation and in conjunction with a 1/1-page carrier ad.



Banderole

The band goes around the entire cover of the magazine and is folded in the middle of this issue.

band-format: 656 mm x 106 mm

Placing a folded banderole is only after consultation and in conjunction with a 2-page advertorial, positioned in the middle of this issue, possible.

Price on request

Shipping Address:

Logistik Zentrum AZ Druck und Datentechnik GmbH, LZAZ,
Heisinger Straße 21, 87437 Kempten
Herrn Sascha Haushammer, Tel. +49 831/206-5768
Delivery note: For "IT-Sicherheit" Issue X/2017

Calculated edition:

5.500 copies

Required delivery quantity:

5.600 copies

Delivery date:

10 days prior to publication

Important informations to inserts see **Specifications & Terms and Conditions.**

Inserts and technical fees will not be discounted. All prices exclude VAT.

Other Booking Options Print

Cover story

Cover image including four text pages € 4,200.00

Advertorial/Content Placement

one page advertorial € 1,850.00

two pages advertorial € 2,450.00

Provider surveys/overviews

including annual contribution to our website
at www.datakontext.com/anbieter

1-3 entries (including logo, colored) € 250.00

4-5 entries (including logo, colored) € 400.00

Calendar of events

announcement of your event
including title, logo (colored), place,
date, URL and short text € 85.00

Graphics/Images

All images must have a minimum resolution of 300 dpi and be created in CMYK mode.

Supported file formats are TIFF-, JPG- and EPS-files.

Warranties

For variations in text, images and colors from supplied PDF files the publisher assumes no liability.

Webinars/ Web conferences

We offer you, to take over the management of a webinar and a sustained recommended with an informative, practical and of course commercial free speech as a specialist of a certain IT-Security-Themes.

All webinars will be announced in advance in the IT-SICHERHEIT and will be advertised intensively by us.

How it works: You present as a speaker your 45-minute-presentation from your computer, the participants are to follow on their own computer using the Internet browser. The sound is heard through speakers or headset. Participant questions are asked by chat. In a previous technical check everything will be explained and tested. We will take over the entire organization for you.

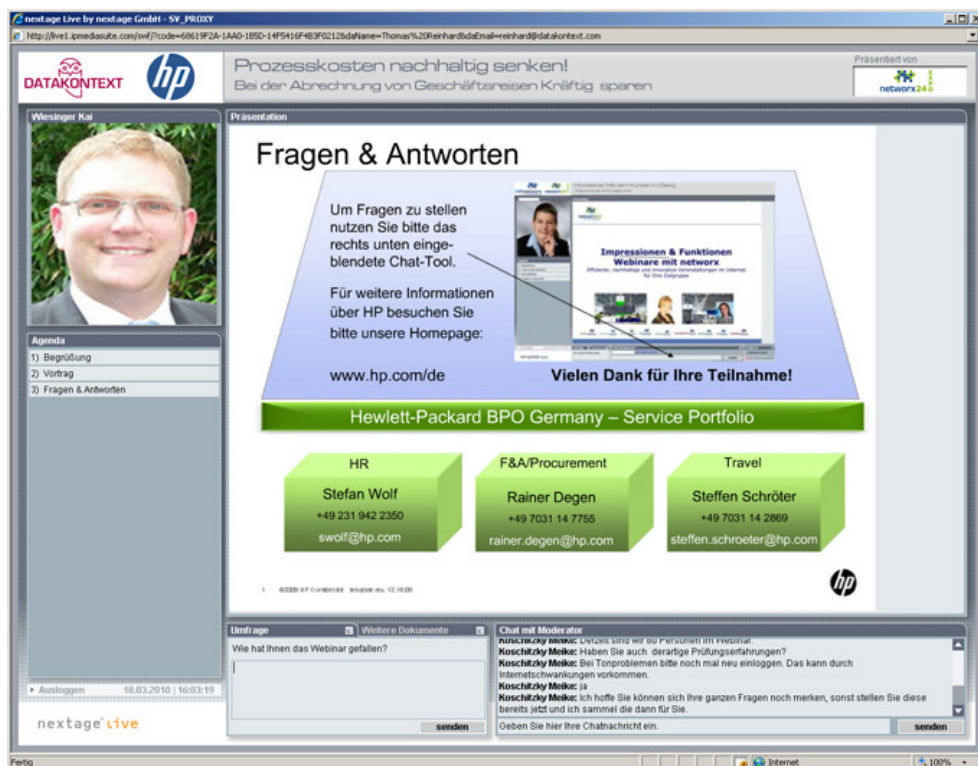
Your benefits:

- new Theme-specific customers
- No travel expenses for you and the participants
- Use of the DATAKONTEXT-customer database
- high willingness to participate, because webinar is free
- Initial Presentation by DATAKONTEXT is included
- low effort – proven technology

Your package includes:

- 45-minute talk, plus 15 minutes Q & A session
- You get all the participants contact information*, including protocol question
- Invitations go out to about 10,000 people of DATAKONTEXT-database
- a Webinar-recording, for example, to publish on your company website

* E-mail addresses and Telephone numbers if the data protection requirements are approved.



Webinars/ Web conferences

We have already scheduled and planned several webinars for 2017. You can take the lead:

Security risk: Smartphones	15th of February 2017 – 11 a.m.
Data protection with e-mail encryption	15th of March 2017 – 11 a.m.
What to do against Ransomware?	4th of April 2017 – 11 a.m.
What is SIEM?	17th of May 2017 – 11 a.m.
Cloud Services: Threats and opportunities	13th of June 2017 – 11 a.m.
What to do against social engineering?	19th of September 2017 – 11 a.m.
Compliant disposal of data carriers	18th of October 2017 – 11 a.m.
Current security risks for web portals	15th of November 2017 – 11 a.m.
Security risks with SAP	6th of December 2017 – 11 a.m.

Of course you can also propose different webinar subjects. Just get in contact with us.

Beside our webinars we organise several half-day web conferences, which give our readers a brief introduction into specific security subjects. Solution providers can present themselves in one of in total four speaker slots. For 2017 the following subjects are planned:

30th of March 2017, 09:30 – 12:00 a.m.

Protect your data centre – from fire protection to EDPC monitoring

3rd of May 2017, 09:30 – 12:00 a.m.

Identity and access management in practice

6th of September 2017, 09:30 – 12:00 a.m.

SharePoint vs. data protection?

25th of October 2017, 09:30 – 12:00 a.m.

Data security: The use of encryption

Prices

Prices are graded by the number of participants. Price listings are found here: www.itsicherheit-online.com/pdf-archiv/webinar-staffelpreise.pdf

Please contact for further information

Thomas Reinhard-Rief
Tel.: 089/2183-8935
E-Mail: reinhard@datakontext.com

Event sponsoring

Be an (exclusive) sponsor of our specialist events in the area of IT security and data protection.



As an organiser of further training with over 35 years of experience, we are one of the leading providers in these subject areas and regularly organise seminars, specialist forums, certifications, working groups, training courses.

In 2017, we are organising, amongst other things:

DAFTA

The Datenschutzfachtagung (DAFTA) [Data protection symposium] is one of the largest symposia on the topic of data protection in Europe and offers you a good opportunity to get into contact with high-ranking data protection officials from business and public administration. It will take place for the 41st time in 2017.

Infotage: IT-Sicherheit

[Info days: IT-Security]

In 2017, DATAKONTEXT is again extending invitations in several cities of Germany to the Info days, focussing on current Issues like e.g. Cyber Security, Mobile Security or Cloud Security. Together with sponsors, current security trends and solutions will be presented.

Use these attendance events for targeted lead generation.

The exact dates will be announced soon.

For further details on the above-mentioned events, please contact

Thomas Reinhard-Rief

Tel.: 089/2183-8935

E-Mail: reinhard@datakontext.com

Video Interviews

You want to take up a position via video interview to current incidents in the IT? As an exhibitor on the IT trade fairs **CeBIT 2017** in Hanover or **it-sa 2017** in Nuremberg we give you the opportunity to get interviewed by editors and a camera crew of the **Institut für Internet-Sicherheit – if(is)**.

The finalised interview will be provided to you and – if desired – published across our several media and online channels.

Estimated expenditure of time: 2 hours (Shoot, preliminary talk, debriefing ...)

Price: € 1,900.00 (including technique, cut, post production etc.)

For further information:

Thomas Reinhard-Rief
Tel.: 089/2183-8935
E-Mail: reinhard@datakontext.com



Online Presence (banner advertisement)

One magazine, two web platforms

Daily news, comments and professional articles: the new website of IT-SICHERHEIT, **www.itsicherheit-online.com** provides you with core information about IT security. Here, subscribers have free access to the IT-SICHERHEIT archive and can register for our free newsletter IT-SICHERHEIT News (appearing every 14 days).

Our partner website **www.it-sicherheit.de** – organized by the Institut für Internet-Sicherheit – if(is) – provides its readers an extensive index of security providers and

consultants, a job exchange, a discussion forum, practical checklists and the largest security event calendar for the German speaking countries. This makes **www.it-sicherheit.de** the web address No. 1 for IT security in Germany.

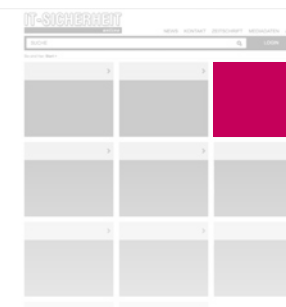
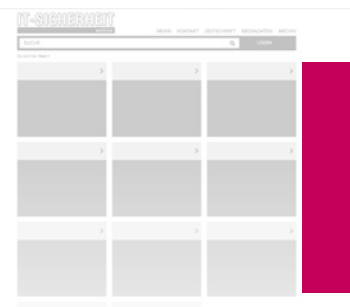
Your profit as an advertiser: Booked banner advertisements will be displayed automatically on both websites – for a higher perception and response.

The following banner formats are bookable:

Average hit rate per month (accumulated):

Page Impressions: 215.000

User: 22.000



Advertising media	Fullsize banner	Skyscraper	Medium Rectangle
Format	468 x 60 pixels	160 x 600 pixels	300 x 250 pixels
Price/week	€ 210.00	€ 250.00	€ 230.00

All prices are exclusive of statutory VAT.

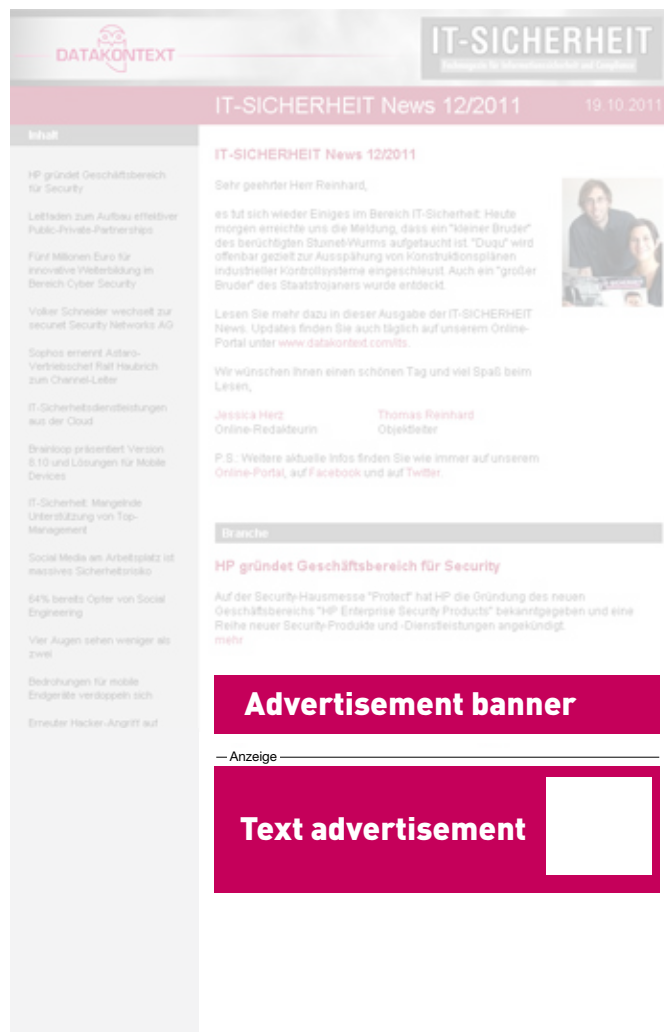
Newsletter advertisement

The digital info service, "IT-SICHERHEIT News" regularly provides those responsible for security and data protection with the most up-to-date, carefully prepared information regarding matters of IT security, data protection and compliance.

"IT-SICHERHEIT News" offers the reader exceptional added-value since this newsletter ensures access to selected specialist articles, best practice reports and provider overviews from the current edition of IT security.

The online service appears every 14 days and is freely available for everyone who wishes to stay up to date
www.itsicherheit-online.com.

The newsletter currently has 4,249 recipients (as of October 2016).



We offer service and solutions providers the following advertisement opportunities:

Advertisement banner (468 x 60 pixels)

The banner (with link) is positioned between the individual thematic categories in the newsletter.

Price: € 170.00

Text display

Your text will be characterised as a sponsored link and positioned between the individual thematic categories in the newsletter (coloured background, an image or a logo illustration, with link).

Text length: 400 characters including white space

Price: € 210.00

Sponsored news

The stand-alone newsletter, in which your product advertisement will be at the centre. Including a detailed interview with one of your security experts, 2-3 product and/or company news from your company (incl. linking on your landing page) as well as foreword from the editors.

Price: € 1,690.00

Specifications & Terms and Conditions

Banner advertisement:

The following file formats can be implemented: JPG, GIF, PNG, OpenX Generic HTML banner, OpenX Generic Text Banner or external banner (URL).
The implementation of flash formats (FLV) is not possible.
The booking duration (one week) is from Monday to Monday.

Electronic advertisements:

Ads as a printable PDF file (PDF/X-3) at least 300 dpi resolution with embedded fonts.

Graphics/Images:

All images must have a minimum resolution of 300 dpi and be created in CMYK mode.
Supported file formats are TIFF-, JPG- and EPS-files.

Inserts/Bound inserts/Bookmarks/Banderole:

Prior to acceptance and confirmation we require a submission of a binding sample with sizes and weight disclosures.
They can be adopted only with the prior consent of the publisher and the post office.
You may only advertise for the sale of an advertiser program.
They must be construed after the post regulations so that they can not be confused with the editorial. If desired you can place the print on to us.

Inserts are loosely inserted and shall be such that further editing is not necessary. Difficulties and additional work (for example, seaming) will be billed separately.

Bound-in inserts will supplied as ready Leaflets of a size of 4 or 8 pages firmly connected to the magazine. The placement of the bound-in insert is in the centrefold.

Warranties:

For variations in text, images and colors from supplied PDF files the publisher assumes no liability.

General terms and conditions

Competence: IT Security and data protection



IT-SICHERHEIT
Professional Magazine for Information Security and data protection

- Latest security technologies, Trends, Risks
- IT Law, Compliance
- Independent practice section
- Introductory and revenues strategies



RDV
Law of the data processing

- Privacy law
- Information and Communication Law
- Official organ of the Gesellschaft für Datenschutz und Datensicherheit e.V. (GDD)



<kes>
Professional magazine for information security

- Official organ of the Bundesamt für Sicherheit in der Informationstechnik (BSI)
- Strategic knowledge and current IT trends
- Topic specials

Competence: Personnel management and Payroll



LOHN+GEHALT
Payroll from one source

- Billing practices
- Work Law, Social Law, Tax Law
- Checklists, practice aids
- Market and provider surveys



HR Performance

- HR Software, products, practice
- Providers and product overviews
- HR Trends, IT Trends
- IT Law
- HR Services
- Work Place
- Work Management



LOHNSTEUER-MITTEILUNGEN
(Payroll tax Releases)

The consultation letter for the personnel practice

- Legal-proof solution of doubtful questions
- practice cases and advise
- Decisions/Guidelines



Newsletter

- HR Select
- Payroll
- IT Security
- HR International
- SecuPedia Newsletter



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Fax: 02234/98949-32 · redaktion@datakontext.com