Dear media planners,

in terms of multichannel marketing and ROI considerations, we have once again changed our advertising portfolio and now offer you additional forms of advertising, such as the U2extra page combination in the print sector and the Stand-Alone-Newsletter Plus online. Good luck with it!

BERND HEILMEIER
PUBLISHING DIRECTOR
Print Advertising
Event Promotion
Online Advertising
Editorial Letter
Direct Mailings
Whitepapers
Social Media
Special Issues
Lead Packages
Corporate Publishing
ePaper App
PRINT MAGAZINES & MORE
A detailed timetable and topic plan can be found starting on page 28.
DIGITAL BUSINESS CLOUD has accompanied the development of digitisation in companies for more than 20 years. The magazine provides cross-sector information on the use and effects of new technologies on business processes and management. The human side of digital transformation is also a core topic in the magazine, the rapid and profound change in business and society is illuminated from many sides.

TARGET GROUP:

• Entrepreneurs
• Board members, managing directors, CEOs, COOs, CIOs, CDOs
• Divisional directors
• IT and IT organisation responsible
• HR managers
• Chairs at universities and technical colleges
**FACTS & FIGURES**

**DEMOGRAPHIC DATA**

- **2-4 h**
  - Readers spend on average 2-4 hours with one issue.
- **92 %**
  - Also use digital media of the e-commerce magazine.
- **51 %**
  - Are between 30 and 59 years old.
- **52 %**
  - Make the purchase decision alone.

**TARGET GROUP ATTAINMENT**

- **74,592**
  - P. a. unique visitors on website.
- **22**
  - Years on the market.
- **8,000**
  - Subscribers to the weekly editorial newsletter.
- **up to 120,000**
  - Subscribers of the stand-alone newsletter incl. media partner network.
- **9,000**
  - Xing follower.
- **8,175**
  - Copies sold *Q1/19.

Sources: WIN-Verlag reader survey, IVW, WiredMinds, Xing.
REFERENCES

A selection of our Partners and Customers
### ADVERTISEMENT PRICE LIST FOR PRINT

<table>
<thead>
<tr>
<th>Size</th>
<th>Print Space</th>
<th>Bleed</th>
<th>Basic Price b/w</th>
<th>2C</th>
<th>3C</th>
<th>4C</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 pages</td>
<td>390 x 266</td>
<td>420 x 297</td>
<td>8,040.00</td>
<td>8,640.00</td>
<td>9,290.00</td>
<td>9,990.00</td>
</tr>
<tr>
<td>U2 extra</td>
<td>390 x 266</td>
<td>420 x 297</td>
<td>8,690.00</td>
<td>9,490.00</td>
<td>9,990.00</td>
<td>10,690.00</td>
</tr>
<tr>
<td>1/1 page</td>
<td>180 x 266</td>
<td>210 x 297</td>
<td>4,340.00</td>
<td>4,670.00</td>
<td>5,020.00</td>
<td>5,400.00</td>
</tr>
<tr>
<td>2/3 page high horizontal</td>
<td>118 x 266</td>
<td>135 x 297</td>
<td>3,460.00</td>
<td>3,720.00</td>
<td>4,000.00</td>
<td>4,000.00</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>132 x 187</td>
<td>150 x 212</td>
<td>3,180.00</td>
<td>3,420.00</td>
<td>3,670.00</td>
<td>3,950.00</td>
</tr>
<tr>
<td>1/2 page high horizontal</td>
<td>90 x 266</td>
<td>105 x 297</td>
<td>2,790.00</td>
<td>3,000.00</td>
<td>3,230.00</td>
<td>3,470.00</td>
</tr>
<tr>
<td>1/3 page high horizontal</td>
<td>58 x 266</td>
<td>75 x 297</td>
<td>2,130.00</td>
<td>2,290.00</td>
<td>2,470.00</td>
<td>2,650.00</td>
</tr>
<tr>
<td>1/4 page high horizontal</td>
<td>42 x 266</td>
<td>52 x 297</td>
<td>1,900.00</td>
<td>2,050.00</td>
<td>2,200.00</td>
<td>2,370.00</td>
</tr>
<tr>
<td>1/8 page high horizontal</td>
<td>42 x 130</td>
<td>90 x 60</td>
<td>1,140.00</td>
<td>1,230.00</td>
<td>1,320.00</td>
<td>1,420.00</td>
</tr>
</tbody>
</table>

Advertorials (editorial advertisements) are available in 2/1, 1/1 and 1/2 page formats at half the advertising price.

### SURCHARGES FOR PLACEMENT:

- **15 % surcharge** for 4th cover page (back cover)
- **10 % surcharge** for 2nd, 3rd cover page, content and editorial
- **10 % surcharge** for placement request

### SURCHARGES FOR FORMATS:

Advertisements in bleed/across gutter at no additional cost.

### DISCOUNTS

In the case of purchase within one insertion year (beginning with the publication of the first advertisement).

We grant up to 15% AE on all advertisements made via an advertising or media agency. This excludes orders relating to cooperation with Jobware.

---

**Number Scale**

- starting from 2 ads: 3%
- starting from 4 ads: 6%
- starting from 6 ads: 10%
- starting from 8 ads: 15%

**Quantity Scale**

- starting from 2 pages: 5%
- starting from 4 pages: 10%
- starting from 6 pages: 15%
- starting from 8 pages: 20%
## MARKETPLACE PRINT

### SUPPLIER AND SERVICE PROVIDER

An entry consists of the company logo, the address and a short description (max. 750 characters incl. spaces).

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium:</strong></td>
<td><strong>1,250.00</strong></td>
</tr>
<tr>
<td>Basic entry in 6 issues print + online (1 year)</td>
<td></td>
</tr>
<tr>
<td><strong>Standard:</strong></td>
<td><strong>700.00</strong></td>
</tr>
<tr>
<td>Basic entry in 3 issues print + online (1/2 year)</td>
<td></td>
</tr>
</tbody>
</table>
MAGAZINE FORMAT:
Booklet format: 210 mm x 297 mm
Type area: 180 mm x 266 mm
Bleed: 3 mm on all sides

PRINTING AND BINDING METHODS, PRINTING DOCUMENTS:
offset printing, saddle stitch binding.

Printing Material:
Data in PDF/X3 format,
other data formats on request.
Colour profile: ISO Coated v2 300% of ECI (www.eci.org)

All colour elements have to be created in 4c according to Euroscale (CMYK), special colours, e.g. HKS or Pantone, are not possible. Tone value variations may occur within the tolerance range of the offset process.

Data Transmission:
E-mail to cke@win-verlag.de

Setting costs and the preparation of the print-ready data are charged at cost price. Further information on data transfer on request via ad disposition.

DATES:
frequency of publication: 6x a year
publication dates: see timetable and topic plan

YEAR:
volume 23, 2020

PUBLISHER:
Address:
WIN-Verlag GmbH & Co. KG
Johann-Sebastian-Bach-Straße 5
D-85591 Vaterstetten

Internet:
www.digitalbusiness-cloud.de

Publishing Management:
Bernd Heilmeier (responsible)
Phone: 08106/350-251
E-mail: bh@win-verlag.de

TERMS AND CONDITIONS:
All contracts are based on our General Terms and Conditions, which are available at www.win-verlag.de/allgemeine-geschaeftsbedingungen.

TERMS OF PAYMENT:
All prices are subject to the valid value added tax. Invoices are due at the latest eight days after the publication date (PD) of the issue. In case of receipt of payment before PD: 2 % discount. VAT ID No. DE813744143.

For foreign customers:
Bank transfer free of charge for the beneficiary. Advance payment.

Bank details:
Kreissparkasse Munich Starnberg Ebersberg
Bank Account No.: 496 208, BLZ: 702 501 50
IBAN: DE86 7025 0150 0000 4962 08
BIC/SWIFT-Code: BYLADEM1KMS
AD FORMATS

Sample formats for our print ads

1/1: 180 x 266
1/1: trim size 210 x 297

1/2 high: 90 x 266
1/2 high: trim size 105 x 297

1/2 horizontal: 180 x 130
1/2 horizontal: trim size 210 x 147

Juniorpage: 132 x 187
Juniorpage: trim size 150 x 212

1/3 high: 58 x 266
1/3 high: trim size 75 x 297

1/3 horizontal: 180 x 86
1/3 horizontal: trim size 210 x 105

1/4 horizontal: 180 x 65
1/4 horizontal: trim size 210 x 74
1/4 corner: 90 x 130
1/4 corner: trim size 105 x 147

1/4 high: 42 x 266
1/4 high: trim size 52 x 297
1/8 high: 42 x 130
1/8 horizontal: 90 x 60

*Special formats on request
SPECIAL ADVERTISING FORMATS

Cover with folded front cover
The page that folds out to the left is connected to the cover page. 4-sided. The production is carried out by the publisher.

Cover with folded back cover
The page that folds out to the right is connected to the back cover page. 4-sided. The production is carried out by the publisher.

Cover flap
1/1 page is placed half over the title and half over the back cover. The production is carried out by the publisher.

Cover double gate fold
Title can be expanded to the left and right. 2-sided. The production is carried out by the publisher.

U2 extra
Combination of cover page 2 and first page inner part. Ad size 2/1.

*In addition to the advertising possibilities mentioned above, we also offer individual communication solutions for our customers. From individual special issues to target-group-specific industry supplements to cross-media campaigns. Our slogan „We take care of the integration of solutions“ is not just empty words. **Do not hesitate to contact us about your ideas.**

Technical data and prices for all special forms of advertising on request.

Talk to our Production Department about how your special forms of advertising can be realised in further processing. Please clarify this before the production of your advertising form.

**Inserts and tip-ons on request!**
Leads, leads, leads that sounds almost like the gold digging days of the Yukon, as if there was only one goal left in communication.

Unfortunately, it is a fact that some of our customers today are only allowed to spend their advertising money when their success is virtually assured. It is usually a matter of using every euro for advertising as efficiently as possible.

Nevertheless, not every advertising campaign can be measured with all its effects, and even if the specialist departments of our customers know this, their hands are often tied.

One way out of this unsatisfactory situation are the lead packages of our publishing house, with which we offer our customers awareness and leads in one package. For instance, the advertisement can be combined with a whitepaper download, or the newsletter with sponsored post and a fixed number of leads. This means that with one lead package you can do one thing without losing the other.

We only supply MQ leads, i.e. marketing qualified leads that, as the name suggests, are not yet qualified to make the sales call. However, you have the permission of the interested party to send further information and thus convert the MQL into an SQL (Sales-Qualified-Lead) in just a few steps.

The leads are usually generated via electronic mailings in which interested parties are offered a whitepaper from our customer. By downloading the whitepaper, the prospective customer releases his or her data and gives permission for further contact by our customer. All leads supplied by us therefore meet the high requirements of the German Data Protection Act (DSGVO).

We generate these lead addresses from our own address database or together with partners in our media network, such as Leadfactory, Burda, MB Medien etc., depending on the quantity and the required depth of information. All our cooperation partners, like us, guarantee compliance with the statutory data protection provisions of the German Data Protection Act (DSGVO).

A lead address of the premium packages contains at least the following information: company name, address, company size, first name, last name, job function, e-mail, telephone.

The lead addresses for business and standard packages contain only the contact person and email address.

Should you require further information, we can provide this information for an additional charge. We would be pleased to make you a detailed offer.
According to the reader target group of the e-commerce magazine you will receive guaranteed MQ leads

<table>
<thead>
<tr>
<th>Package</th>
<th>Leads</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>MQ leads – Premium 100</td>
<td>100</td>
<td>You will receive:</td>
<td>12,990.00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 1 Stand-Alone Newsletter</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Marketplace entry:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 months Print + Online</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 2 Newsletter text ads with your whitepaper</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sponsored post + Xing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Wide Skyscraper (160x900) 2 weeks</td>
<td></td>
</tr>
<tr>
<td>MQ leads – Premium 75</td>
<td>75</td>
<td>You will receive:</td>
<td>9,900.00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 1 Stand-Alone Newsletter</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Marketplace entry:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 months Print + Online</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 2 Newsletter text ads with your whitepaper</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sponsored post + Xing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Wide Skyscraper (160x900) 1 week</td>
<td></td>
</tr>
<tr>
<td>MQ leads – Premium 50</td>
<td>50</td>
<td>You will receive:</td>
<td>7,500.00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 1 Stand-Alone Newsletter</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Marketplace entry:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 months Print + Online</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 2 newsletter text ads with your whitepaper</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sponsored post + Xing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Wide Skyscraper</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(160x900) 2 weeks</td>
<td></td>
</tr>
<tr>
<td>MQ leads – Business 20</td>
<td>20</td>
<td>You will receive:</td>
<td>3,200.00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Marketplace entry:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 months Print + Online</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 2 Newsletter text ads with your whitepaper</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sponsored post + Xing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Wide Skyscraper</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 weeks</td>
<td></td>
</tr>
<tr>
<td>MQ leads – Business 15</td>
<td>15</td>
<td>You will receive:</td>
<td>2,600.00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Marketplace entry:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 months Print + Online</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 2 Newsletter text ads with your whitepaper</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sponsored post + Xing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Wide Skyscraper</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 week</td>
<td></td>
</tr>
<tr>
<td>MQ leads – Standard 10</td>
<td>10</td>
<td>You will receive:</td>
<td>1,900.00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Marketplace entry:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 months Print + Online</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 2 Newsletter text ads with your whitepaper</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sponsored post + Xing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Wide Skyscraper</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 week</td>
<td></td>
</tr>
<tr>
<td>MQ leads – Standard 5</td>
<td>5</td>
<td>You will receive:</td>
<td>1,100.00 EUR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Marketplace entry:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 months Print + Online</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 2 Newsletter text ads with your whitepaper</td>
<td></td>
</tr>
</tbody>
</table>

Please note that the address range varies between the premium and business-/standard packages.

**Your advantages:**

- **Leads + Online Activity** =
  - Measurable results of your marketing strategy
  - Guaranteed lead volume in accordance with the German General Data Protection Regulation (DSGVO)
  - Increased awareness for your company
# ONLINE JOB MARKET

<table>
<thead>
<tr>
<th>TOP JOB Link</th>
<th>Premium Job</th>
<th>Range Plus incl. Jobware</th>
<th>Company Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In TOP JOB Box:</strong></td>
<td><strong>Exclusive:</strong></td>
<td><strong>Full-service advertisement:</strong></td>
<td><strong>TOP employer:</strong></td>
</tr>
<tr>
<td>job title, company name, location, link to job advertisement on your career website</td>
<td><strong>PREMIUM JOB Box:</strong> logo, job title, company name, location, link to job advertisement on your career website</td>
<td>placement in the DIGITAL BUSINESS CLOUD magazines’ job market and at Jobware with publication on up to 400 Jobware partner pages</td>
<td>own microsite with logo, picture, company details, contact persons, detailed texts, link to career page, etc.</td>
</tr>
</tbody>
</table>

| **Homepage** | | | |
| **Job Market** | | | |
| **Newsletter: reference and link** (inclusion in weekly newsletter) | 5x | 1x | 1x |
| **Publication at Jobware** | | | |
| **Additional publication on up to 400 Jobware partner websites** | | | |
| **Top Employer** (logo on overview page and micropage behind) | | | |
| **Duration** | 4 weeks | 1 week | 30 days | 1 year |
| **Price** | 250.00 | 200.00 | 1,095.00 | 450.00 |

**Publisher Combination:**

- Each further WIN job exchange: 125.00 100.00
- Publication on all 7 WIN-Verlag job exchanges: 1,000.00 500.00
- Incl. 1 TOP JOB link on a job exchange: 300.00
- Incl. 1 TOP JOB link on a job exchange: 1,750.00
ONLINE-ADVERTORIALS/SPONSORED POSTS + ADVERTORIAL-PACKAGES

Are you already using the power of online advertorials?

Online advertorials, also known as sponsored posts, differ from the currently highly stylized “native ads” primarily in their legal conformity, because the clear identification with the term “sponsored post” makes it clear to every reader that it is a purchased article. A requirement of fairness.

In addition, sponsored posts can be advertised via various other online media, thus increasing the number of readers enormously. We therefore offer you various additional methods to increase the traffic on your online advertorial.

Advertisement via our weekly editorial letter. For you, this means that around 8,000 subscribers to our editorial letter will also be presented with the sponsored post on our website and will receive a direct link to it.

As a further advertising measure, we offer to advertise your sponsored post via our social media channels. With the e-commerce magazine, you can reach an additional 9,000 followers on Xing who will be made aware of your online advertorial.

As part of our advertorial packages, we also offer you the option of publishing your sponsored post as an advertorial in the print and ePaper editions. We are talking here about a maximum possible editorial reach that you can benefit from.

OUR PACKAGE PRICES:

<table>
<thead>
<tr>
<th>Package Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored post standard (publication of your online advertorial on <a href="http://www.digitalbusiness-cloud.de">www.digitalbusiness-cloud.de</a> for one month)</td>
<td>750.00 EUR</td>
</tr>
<tr>
<td>Sponsored post news+ (As previously described, but additionally advertised to approx. 8,000 subscribers via our weekly newsletter)</td>
<td>1,150.00 EUR</td>
</tr>
<tr>
<td>Sponsored post social+ (As described before, but also shown on our Xing channel to about 9,000 followers)</td>
<td>1,650.00 EUR</td>
</tr>
<tr>
<td>Premium advertorial package (sponsored post social+ as well as the publication of the advertorial in the print and ePaper edition. 1/1 page advertorial (approx. 4000 characters)</td>
<td>4,250.00 EUR</td>
</tr>
<tr>
<td>Same as the premium advertorial package, but with 2 pages advertorial (approx. 8000 characters plus pictures)</td>
<td>6,900.00 EUR</td>
</tr>
</tbody>
</table>
# ONLINE SPECIALS+

Whitepapers, directories & posts

## WHITEPAPER:

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>whitepaper for 3 months to download incl. leads (picture + teaser text) with advertising of whitepaper by two text ads in the newsletter of your choice (image + text)</td>
<td>1,200.00 EUR</td>
</tr>
<tr>
<td>Medium</td>
<td>with advertisement of the whitepaper by</td>
<td>1,700.00 EUR</td>
</tr>
<tr>
<td></td>
<td>- four text advertisements in the newsletter according to your choice (image + text)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- a medium rectangle banner for four weeks on the website</td>
<td></td>
</tr>
<tr>
<td>Large</td>
<td>with advertisement of the whitepapers by</td>
<td>2,500.00 EUR</td>
</tr>
<tr>
<td></td>
<td>- eight text advertisements in the newsletter according to your choice (image + text) + eight weeks medium rectangle banner (250 x 300 pixels)</td>
<td></td>
</tr>
</tbody>
</table>

## POSTS:

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calendar of events per event (logo + text)</td>
<td>190.00 EUR</td>
</tr>
<tr>
<td>Exhibition area per year</td>
<td>1,500.00 EUR</td>
</tr>
</tbody>
</table>

## MARKETPLACE:

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service provider for 12 months (logo, address block, max. 500 characters text)</td>
<td>590.00 EUR</td>
</tr>
<tr>
<td>Publication of entries from the Marketplace Print.</td>
<td></td>
</tr>
</tbody>
</table>
DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

- **Billboard**
  - Rotating 1.100 x 285 px
  - 651.00 EUR per week

- **Maxi Ad**
  - Homepage 732 x 400 px
  - 377.00 EUR per week

- **Wallpaper**
  - Rotating 728 x 90 px + 160 x 600 px
  - 548.00 EUR per week

- **Fullsize Banner**
  - Rotating 468 x 60 px
  - 206.00 EUR per week

- **Wallpaper Large**
  - Rotating 1.120 x 120 px + 160 x 600 px
  - 599.00 EUR per week

- **Medium Rectangle**
  - Standard rotating 160 x 600 px
  - 308.00 EUR per week

- **Skyscraper**
  - Standard rotating 120 x 600 px
  - 274.00 EUR per week

- **Wide Skyscraper**
  - Large rotating 160 x 900 px
  - 411.00 EUR per week

- **Skyscraper Large**
  - Rotating 120 x 900 px
  - 377.00 EUR per week

- **Video Rectangle**
  - Rotating 300 px Breite
  - Height depending on video format up to 250 px
  - 445.00 EUR per week

- **Leaderboard**
  - Rotating
  - 411.00 EUR per week

- **Leaderboard Large**
  - Rotating 1.100 x 120 px
  - 514.00 EUR per week

- **Wallpaper**
  - Rotating 728 x 90 px + 160 x 600 px
  - 548.00 EUR per week

- **Wallpaper Large**
  - Rotating 1.120 x 120 px + 160 x 600 px
  - 599.00 EUR per week

- **Fullsize Banner**
  - Rotating 468 x 60 px
  - 206.00 EUR per week

All banners - except the Maxi Ad - will be published on the subpages. Advertisement prices in Euro per insertion period, 1 week.
ONLINE

ACCESS CONTROL:
WiredMinds AG (LeadLab)

ACCESS:
Unique visitors: 6,216.00 (monthly)
Page impressions: 17,634
(status quo July 2019)
Follower on our Xing presence: approx. 9,000.00

EDITORIAL NEWSLETTER:
8,000 subscribers, weekly newsletter

STAND-ALONE NEWSLETTER:
up to 120,000 recipients, price on request

DATA DELIVERY:
Five working days before the start of the campaign by e-mail: cke@win-verlag.de
File formats for banners: GIF, PNG, JPEG or html5
The activation is always Monday 0:00 o’clock, the booking period has to be at least seven days.

EXTERNAL ADSERVER USE:
Google Ad Manager

TERMS OF PAYMENT:
Invoices are paid immediately after receipt. VAT ID No.: DE813744143.
For foreign customers: Bank transfer free of charge for the beneficiary.
Advance payment. Bank account: Kreissparkasse München Starnberg Ebersberg, account no.: 496 208, bank code: 702 501 50,
IBAN: DE86 7025 0150 0000 4962 08, SWIFT-BIC: BYLADEM1KMS

Please consider the examples on the following pages.

ONLINE DISCOUNTS

<table>
<thead>
<tr>
<th>Number Scale*</th>
<th>5%</th>
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<th>15%</th>
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*No discounts are transferred from print ads
The editorial letter is published weekly in our company and provides around 8,000 subscribers with targeted information for entrepreneurs, board members, managing directors, CEOs, COOs, CIOs, CDOs, divisional directors, IT and IT organisation responsible, HR managers, chairs at universities and technical colleges.

An ideal environment in which to place a text ad and/or banner. The opening rates are between 14 and 17%, depending on the thematic focus of the newsletter. The delivery rate is currently 99.82%.

The sum of all clicks is between 250 and 450 per newsletter. For you this means up to 30 clicks and much more are possible on your text ad.
Advertising possibilities in our Editorial Newsletter

**Text ad with image**
Headline, image, text (max. 500 characters incl. blanks), link text, link or video

- **468.00 EUR** per week

**Skyscraper**
120 x 600 pixels
- **638.00 EUR** per week

**Superbanner**
560 x 200 pixels
- **808.00 EUR** per week
A Stand-Alone-E-Mail is a promotion-related form of advertising, which is usually sent only once.

You have the choice to select only our own newsletter addresses or to book the entire address database of our media network (LeadFactory, Burda, MB-Media etc.).

The basis for the following maximum reach of over 90,100 recipients is our target group: entrepreneurs, board members, managing directors, CEOs, COOs, CIOs, CDOs, divisional directors, IT and IT organisation responsibles, HR managers, chairs at universities and technical colleges.

With E-Mail Plus, we can also serve your individual wishes, i.e. you can make further restrictions in the target group, such as company size or industry.

With this form of advertising, the owner of the address sends the Stand-Alone-E-Mail on behalf of the booking company. The sender is therefore the owner of the address and not the advertising company. Since the advertising company is named exclusively in the mail, the level of attention is very high.

Your benefit in detail:
- Traffic for your landing page without large detours
- Low scattering losses due to very low vertical addresses
- High level of attention in the target audience
- Exclusive presentation of the company
- Image transfer by using our magazine title in the header of the mail

It goes without saying that all our addresses and those of our partners comply with the strict regulations of the German Data Protection Act (DSGVO). The price for the mailing according to our target group definition is 3,990.00 EUR for your own address base. The price increases by *399.00 EUR per thousand if it is sent via our media network.

*However, in case of additional restrictions or a target group change, prices and coverage may vary.
DISTRIBUTION DIGITAL BUSINESS CLOUD

In addition to paid subscriptions, a strategic mailing list and magazine sales, we distribute our magazine primarily through events.

People at events, seminars and trade fairs are in a high-involvement situation because they are actively seeking information and are therefore more receptive.

The ratio of readers to distributed issues is therefore similar to that of traditional magazine mailings, which is also confirmed by our subscription figures, a figure that has been stable for years — and all this in a market in which reading habits are increasingly changing.

We are responding to this change by offering our magazines as ePaper apps in the WIN kiosk and as eJournals at Lufthansa, its Star Alliance partners and around 50 top hotels (details on the next page). The number of copies distributed via these channels is growing steadily, and so we are now steering the entire publishing house towards a distribution of approx. 15,000 per year, with an upward trend.

We are constantly working on optimising our magazines and content distribution, which in an increasingly digital world is a permanent challenge that we have so far successfully managed. Continuing like this is not an option for us, we rather want to see the digital transformation as an opportunity.

A good example of this are our Xing portals, with which we generate new followers every day. Our title DIGITAL BUSINESS CLOUD already has around 9,000 follower, who not only read our articles, but also perceive the display advertising or the integrated online advertorial.
All of the companies and organizations listed below offer their customers the opportunity to read our trade journal as an ePaper.

This enables us to reach our target readership not only at the workplace and at trade fairs and events, but also on business trips and holidays, i.e. whenever there is time to deal with complex topics at leisure.

AIR Dolomiti • ATLANTIC Hotels • Austrian • ARCOBEL • Best Western Plus • Crown Plaza • Dorint DESIGN HOTELS • Eurowings • FLEMINGS • The Flag • WESTIN • Hampton • Holiday Inn • Hilton Park Hyatt • Grand Hyatt • Hyatt Regency • Ibis Hotel • Hotel INDIGO • IntercityHotel INTERCONTINENTAL • Jumeirah Hotel & Resort • Kempinski • Le MERIDIEN • Lufthansa Louvre Hotels • Deutsche Bahn • Mandarin Oriental • Marriott • Mercure • neos Oman Air • ETIHAD • PrivatCityHotel • Radisson Blue • Steigenberger • SOFITEL • EL AL • Swiss S7 Airlines • TITANIC Hotels • VIENNA HOUSE • virgin atlantic • WELCOME Hotels Schweitzer Fachinformation • AIDA • Aldiana • TUI Cruises • Commundo • Lti Hotels • Iberia British Airwaya • SunExpress • Turkish Airlines • Cathay Pacific • The Ritz Carlton • Accor Hotel SHANGRI-LA • Fairmont • THE WORLD • SILVERSEA • SEABORN
DISTRIBUTION PRINT & ONLINE

We always Reach our Readers

Edition
PRINT*

- Distributed circulation: 10,722 copies
- Paid circulation: 8,175 copies
- Readers per issue: 2.9**

Distribution
DIGITAL

- ePaper: 6,541 copies (August 2019)
- Website: 74,592 Unique visitors per year
- Editorial newsletter: 8,000 subscribers
- XING: 9,000 follower

Total media range 108,855

*IVW Q1/2019 incl. previous reporting periods
** WIN publishing house online survey 2017
As a consulting and software company, we help individual, contract and variant manufacturers to digitize their business processes. The DIGITAL BUSINESS CLOUD is an excellent platform to reach this exciting target market in its entire bandwidth.

CATHRIN DEUES-FEHLAU
DIPL. BETRIEBS. (FH), PROKURISTIN & MARKETING,
AMS.SOLUTION AG

Cosmo Consult as an international consulting and software company and end-to-end solution provider has a wide range of topics and answers to current questions. DIGITAL BUSINESS CLOUD offers us an appropriate platform to present our topics and solutions to a broad specialist audience in an adequate and reliable manner. We will continue to take advantage of this opportunity.

KATJA DAMM
HEAD OF MARKETING, COSMO CONSULT SSC GMBH
### TIMETABLE AND TOPIC PLAN

In each issue of the DIGITAL BUSINESS CLOUD you will find the following core topics:

<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
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<tbody>
<tr>
<td>1 PD: 18/02/20 ED: 20/01/20 AD: 31/01/20 DP: 06/02/20</td>
<td>Start-up radar</td>
<td>Cyber security Data protection, data security</td>
<td>• Enterprise content management • Mobile computing • Cloud service models • Automation</td>
<td>10-11/03/20 10-12/03/20 10-11/03/20 11-12/03/20 17-19/03/20 18-19/03/20 23/03/20</td>
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<td>2 PD: 08/04/20 ED: 10/03/202 AD: 23/03/20 DP: 25/03/20</td>
<td>ERP/IAS</td>
<td>Automation • CRM • Big Data</td>
<td>• IoT • Future technologies • Financing • 5G • IP telephony</td>
<td>20-22/04/20 20-24/04/20 05-06/05/20 06-08/05/20 09/05/20 12-13/05/20 12-14/05/20 12-13/05/20 12-14/05/20 05-06/06/20</td>
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[Media Kit 2020 DIGITAL BUSINESS CLOUD 28](#)
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<tr>
<td>3</td>
<td>Business models in Industry 4.0</td>
<td>Artificial Intelligence - Potential analysis, Machine learning, Decision making</td>
<td>ERP, Managed hosting, Document management, Office communication, Data centres, Logistics</td>
<td>23-25/06/20</td>
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<td>Predictive maintenance - Networking, industrial internet of things (IIoT), ecosystem, internet of things</td>
<td>Big Data - Data insights, Business intelligence</td>
<td>Automated machine learning, Multi cloud, Hybrid cloud, Community cloud, IT security</td>
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<td>Cyber security</td>
<td>Work 4.0 / German Angst - Human Resources, Scrum, Agility</td>
<td>Smart factory, Artificial intelligence, Logistics, Business intelligence</td>
<td>06-08/10/20</td>
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BRIEF DESCRIPTION:
The magic word on the way to a digital and smart business is “orientation”, and this applies not only to the digital factory. We are living in a world of fundamental transformation. In companies, automation and “thinking machines” are replacing human tasks and jobs at ever faster intervals. In the future, this will fundamentally change the demands placed on organizations and their employees — at a time when managers also have to deal responsibly with major risks as well as political and social challenges. Small and medium-sized companies in particular need vision here, courage and creativity as well as support, overview and classification of the technologies and platforms suitable for them.

Our magazine provides exactly this orientation. From practice — for practice. As the “expert magazine for the smart company”, in the DIGITAL BUSINESS CLOUD magazine, experienced specialist authors who practice in this field, consulting and science, accompany intensively and focused the use of innovative products and solutions as well as current technological developments. For more than 20 years, our editorial team has seen itself as a companion on the path of digital transformation.

With each issue, we aim to provide our readers with the best possible support in maintaining and increasing the value of their company. We focus on the quantifiable benefits of digital technologies in everyday business life, at the interface between production, marketing, sales and service — with a constant eye on the customer. We do this in a fresh, value-oriented way that conveys our content in a convincing and readable way. Our basic journalistic attitude is to be grasping, critical, appreciative, understandable, human, balanced and fair.

In concrete terms, the magazine focuses on the following core areas of digitisation: dossiers, reports, features and special contributions:
- Digital transformation
- Cognitive technologies
- Cloud
- IoT, IIoT
- Industry 4.0
- Digital customer journey
- IoT
- Cloud
- Security

VOLUME ANALYSIS:
Format of the magazine: DIN A4
Total volume: 288 pages
Editorial part: 242 pages
Advertising section: 46 pages
Inserts: 1
Tip-ons: -

EDITORIAL CONTENT ANALYSIS:
Digital transformation 52 = 21.5%
Cognitive technologies 34 = 14.0%
Cloud 30 = 12.4%
IoT, IIoT 20 = 8.3%
Industry 4.0 19 = 7.9%
Security 18 = 7.4%
Human resources 16 = 6.6%
Digital customer journey 14 = 5.8%
Data centres 12 = 5.0%
Business model development 9 = 3.7%
Other 18 = 7.4%
DIGITAL MANUFACTURING

DIGITAL MANUFACTURING focuses on fundamentals, methods, technical trends, IT solutions and practical applications from the field of the digital process chain in production. The magazine conveys the productivity advantages that can be achieved in production through the right strategies and solutions.

DIGITAL BUSINESS CLOUD

Whoever wants to be prepared for the future has to understand it. In the trade magazine DIGITAL BUSINESS CLOUD, experts with extensive practical experience analyse, describe and evaluate the current trends, drivers and technologies of digital transformation, the implications of which managers in medium-sized companies need to know and assess, and support them in successfully shaping their business in the future.

DIGITAL ENGINEERING Magazine

The trade magazine for the design and engineering sector reports on all aspects that are important in integrated (holistic) product development. The focus is on solutions and strategies for efficient engineering as well as innovations from drive technology, automation, electrical engineering, fluid technology, connection technology and construction components.

DIGITAL PROCESS INDUSTRY

The trade and decision-makers’ magazine DIGITAL PROCESS INDUSTRY provides information on how processes can be optimised and production processes perfected in the medium run, as well as on how the use of raw material resources, energy and time can be made more economical.

AUTOCAD & Inventor Magazine

The manufacturer-independent trade journal is aimed at all users and decision-makers who work with Autodesk software solutions. The magazine provides practical support for the selection, introduction and operation of software and hardware. It also focuses on solutions in the fields of drive technology, automation, electrical engineering, fluid technology and connectivity.

e-commerce magazine

The editorial staff of e-commerce magazine sees itself as an intermediary between suppliers and the market and reports independently, competently and critically on current e-commerce trends, strategies, applications and solutions — both in the local, national and global environment.

CONSTRUCTION NEWS

Provides architects, civil engineers, structural engineers, building planners, energy planners and construction experts with information on the most important innovations in the following segments: architecture, BIM, construction IT, building services & TGA, AVA, energy planning, facility management, project management and controlling, mobile communications, energy and building.

SPECIAL ISSUES & CORPORATE PUBLISHING

Profit from the popularity of our publications to create an individual special edition about your products and services.
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