Dear media planners,
our media data 2021 has received an even greater focus on the online sector. As a result, we now also offer you the podcast advertising format. For the first time, the distribution of the ePaper issues will comprise approx. 300 thousand copies. On the following pages you will find more about our extended portfolio.

BERND HEILMEIER
PUBLISHING DIRECTOR
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
- Industry 4.0
- Digital customer journey
- IoT
- Cloud
- Security

VOLUME ANALYSIS:
Format of the magazine: DIN A4
Total volume: 288 pages
Editorial part: 240 pages
Advertising section: 48 pages
Inserts: –
Tip-ons: –

EDITORIAL CONTENT ANALYSIS:
There of editorial pages total: 240 = 100 %
Digital transformation 54 = 22,5
Cognitive technologies 32 = 13,3
Cloud 32 = 13,3
IoT, IIoT 22 = 9,2
Industry 4.0 18 = 7,4
Security 16 = 6,7
Human resources 16 = 6,7
Digital customer journey 10 = 4,2
Data centres 10 = 4,2
Business model development 10 = 4,2
Start-Ups 8 = 3,3
Other 12 = 5,0

Over 24 years on the market
ADVERTISING WITH A STRONG BRAND
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 responsibles
- HR managers
- Chairs at universities and technical colleges
2-4 h
readers spend on average 2-4 hours with one issue

92%
also use digital media of the digital business magazine

51%
are between 30 and 59 years old

52%
make the purchase decision alone

8,683
p.m. unique visitors (Stand: August 2020)

19,284
p.M. Page Impressions (Stand: August 2020)

5,553
copies sold *Q1/19

11,154
Social media follower

10,000
subscribers to the weekly editorial newsletter

ePaper last 12 months:
25,057
copies

5,553
copies sold *Q1/19

11,154
Social media follower

51%
are between 30 and 59 years old

8,683
p.m. unique visitors (Stand: August 2020)

5,553
copies sold *Q1/19

10,000
subscribers to the weekly editorial newsletter

Total media range
71,456

Sources: WIN-Verlag reader survey, IVW, WiredMinds, Xing
* (IVW Q1/2019 incl. previous reporting periods)
** WIN publishing house online survey 2019/2020
TIMETABLE AND TOPIC PLAN

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

<table>
<thead>
<tr>
<th>Core Themes</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>01/21</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PD:</strong> 18/02/21 <strong>ED:</strong> 18/01/21  <strong>AS:</strong> 01/02/21  <strong>AD:</strong> 05/02/21</td>
<td><strong>Cloud service models</strong></td>
<td>09-10/03/21 Internet World, Munich</td>
</tr>
<tr>
<td><strong>In the graveyard of data</strong> – Dark Data, Smart Data, BI, ECM</td>
<td><strong>IaaS, PaaS, SaaS</strong></td>
<td>09-11/03/21 LogiMAT, Stuttgart</td>
</tr>
<tr>
<td><strong>02/21</strong></td>
<td><strong>Integration</strong></td>
<td>16-18/03/21 TWENTY2x, Hanover</td>
</tr>
<tr>
<td><strong>PD:</strong> 07/04/21 <strong>ED:</strong> 05/03/21  <strong>AS:</strong> 24/03/21  <strong>AD:</strong> 29/03/21</td>
<td><strong>ERP – Flexibility First</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Automation</strong></td>
<td><strong>IIOT</strong></td>
<td><strong>12-16/04/21 Hannover Messe, Hanover</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Human Resources</strong></td>
<td><strong>20-21/04/21 Zukunft Personal, Stuttgart</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Future Technologies</strong></td>
<td><strong>29/05/21 Women &amp; Work, Frankfurt</strong></td>
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<td></td>
<td><strong>Financing</strong></td>
<td></td>
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<td></td>
<td><strong>Growth Hacking</strong></td>
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<td></td>
<td><strong>IP Telephony</strong></td>
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<tr>
<td></td>
<td><strong>Big Data</strong></td>
<td></td>
</tr>
</tbody>
</table>

* Please note that the deadline for submission of advertorial texts is the editorial deadline.
<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>03/21</td>
<td><strong>Digital business models – Seeking the “golden future”</strong></td>
<td><strong>Artificial Intelligence</strong></td>
<td>• Cloud solutions (Multi Cloud, Hybrid Cloud)</td>
<td>08-10/06/21 ANGA COM, Cologne</td>
</tr>
<tr>
<td>PD: 08/06/21</td>
<td>ED: 05/05/21 AS: 24/05/21 AD: 28/05/21</td>
<td></td>
<td>• Managed hosting</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Business Intelligence</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Data centres</td>
<td></td>
</tr>
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<td></td>
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<td></td>
<td>• Security (incl. insurance)</td>
<td></td>
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<tr>
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<td></td>
<td>• Logistics</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Work 4.0</td>
<td></td>
</tr>
<tr>
<td>04/21</td>
<td><strong>Dark side of the Moon – Cybersecurity – The expensive underestimation of evil</strong></td>
<td><strong>IIoT</strong></td>
<td>• Document Management</td>
<td>September 21 DMEXCO, Cologne</td>
</tr>
<tr>
<td>PD: 27/07/21</td>
<td>ED: 28/06/21 AS: 15/07/21 AD: 19/07/21</td>
<td></td>
<td>• Multi Cloud</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>• Hybrid Cloud</td>
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<td></td>
<td></td>
<td></td>
<td>• IT Security</td>
<td></td>
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<td>• ERP</td>
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<td>• CRM</td>
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<tr>
<td>05/21</td>
<td><strong>If we knew what we know – mammoth task of knowledge management</strong></td>
<td><strong>Work 4.0</strong></td>
<td>• Smart Factory</td>
<td>October 21 it-sa, Nuremberg</td>
</tr>
<tr>
<td>PD: 01/10/21</td>
<td>ED: 02/09/21 AS: 16/09/21 AD: 21/09/21</td>
<td></td>
<td>• Digital twin</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>• Logistics</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Augmented reality</td>
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<td></td>
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<td></td>
<td>• Virtual Reality</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Supply Chain</td>
<td></td>
</tr>
<tr>
<td>06/21</td>
<td><strong>Automation – Ahead Advanced Robotics - scenario 2025</strong></td>
<td><strong>Digital Customer Journey</strong></td>
<td>• Industry 4.0</td>
<td></td>
</tr>
<tr>
<td>PD: 15/11/21</td>
<td>ED:15/10/21 AS: 02/11/21 AD: 05/11/21</td>
<td></td>
<td>• Smart Office</td>
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<td>• 3D printing</td>
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<td></td>
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<td></td>
<td>• Software Development</td>
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<td></td>
<td></td>
<td>• ERP</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>• ECM</td>
<td></td>
</tr>
</tbody>
</table>

* Please note that the deadline for submission of advertorial texts is the editorial deadline.
# 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>€ 8,280.00</td>
<td>€ 8,900.00</td>
<td>€ 9,570.00</td>
<td>€ 10,290.00</td>
</tr>
<tr>
<td>U2 extra</td>
<td>390 x 266</td>
<td>420 x 297</td>
<td>€ 8,950.00</td>
<td>€ 9,770.00</td>
<td>€ 10,290.00</td>
<td>€ 11,000.00</td>
</tr>
<tr>
<td>1/1 page</td>
<td>180 x 266</td>
<td>210 x 297</td>
<td>€ 4,470.00</td>
<td>€ 4,810.00</td>
<td>€ 5,170.00</td>
<td>€ 5,560.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>high</td>
<td>118 x 266</td>
<td>€ 3,650.00</td>
<td>€ 3,830.00</td>
<td>€ 4,120.00</td>
<td>€ 4,430.00</td>
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<tr>
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<td>horizontal</td>
<td>180 x 175</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Juniorpage</td>
<td></td>
<td>132 x 187</td>
<td>€ 3,280.00</td>
<td>€ 3,520.00</td>
<td>€ 3,780.00</td>
<td>€ 4,070.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>high</td>
<td>90 x 266</td>
<td>€ 2,870.00</td>
<td>€ 3,090.00</td>
<td>€ 3,330.00</td>
<td>€ 3,570.00</td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>180 x 130</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>high</td>
<td>58 x 266</td>
<td>€ 2,190.00</td>
<td>€ 2,360.00</td>
<td>€ 2,540.00</td>
<td>€ 2,730.00</td>
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<tr>
<td></td>
<td>horizontal</td>
<td>180 x 86</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>high</td>
<td>42 x 266</td>
<td>€ 1,960.00</td>
<td>€ 2,110.00</td>
<td>€ 2,270.00</td>
<td>€ 2,440.00</td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>180 x 65</td>
<td>€ 52 x 297</td>
<td>€ 210 x 73</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>corner field</td>
<td>90 x 130</td>
<td>€ 105 x 147</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td>high</td>
<td>42 x 130</td>
<td>€ 1,170.00</td>
<td>€ 1,270.00</td>
<td>€ 1,360.00</td>
<td>€ 1,460.00</td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>90 x 60</td>
<td>€ 92 x 65</td>
<td></td>
<td></td>
<td></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**

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

**Quantity Scale**

- **5%** starting from 2 pages
- **10%** starting from 4 pages
- **15%** starting from 6 pages
- **20%** starting from 8 pages
AD FORMATS

Sample formats for our print ads

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

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

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

Juniorpage:
132 x 187
trim size 150 x 212

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

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

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

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

*Special formats on request
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 dispo@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: +49 (0) 8106/350-251
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
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>Premium:</th>
<th>€ 1,250.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic entry in 6 issues print + online</td>
<td></td>
</tr>
<tr>
<td>(1 year)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard:</th>
<th>€ 700.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic entry in 3 issues print + online</td>
<td></td>
</tr>
<tr>
<td>(1/2 year)</td>
<td></td>
</tr>
</tbody>
</table>
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!
ONLINE

ACCESS CONTROL:
WiredMinds AG (LeadLab)

ACCESS:

Unique visitors: 8,683 (monthly)
Page impressions: 19,284 (monthly)
(Stand August 2020)

Follower Social media: approx. 11,154
(Stand Sept. 2020)

Editorial newsletter:
10,000 recipients, weekly newsletter

Stand-alone newsletter:
up to 88,481 recipients, price on request

DATA DELIVERY:
Five working days before the start of the campaign by e-mail: disp@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.

Sponsored Post technical specification:
Text: min. 750 to max. 4,000 characters
Picture: Teaser picture in landscape format 1,600 px wide, aspect ratio 3:2.
Format: JPEG, graphics: Powerpoint or PDF.
Sources must be named for all images.

Text display technical specification:
image: min. 150 px wide, 72-100 dpi under 160kb.

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>
<th>10%</th>
<th>12%</th>
<th>15%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>from 8x</td>
<td>from 16x</td>
<td>from 24x</td>
<td>from 32x</td>
<td>from 40x</td>
</tr>
</tbody>
</table>

*No discounts are transferred from print ads.
DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

- **Billboard**
  - Rotating
  - 1.100 x 285 px
  - € 855.00 per week

- **Maxi Ad**
  - Homepage
  - 732 x 400 px
  - € 495.00 per week

- **Wallpaper**
  - Rotating
  - 728 x 90 px + 160 x 600 px
  - € 720.00 per week

- **Fullsize Banner**
  - Rotating
  - 468 x 60 px
  - € 787.00 per week

- **Wallpaper Large**
  - Rotating
  - 1.120 x 120 px + 160 x 600 px
  - € 787.00 per week

- **Medium Rectangle**
  - Standard
  - Rotating
  - 160 x 600 px
  - € 405.00 per week

- **Skyscraper**
  - Standard
  - Rotating
  - 120 x 600 px
  - € 360.00 per week

- **Skyscraper Large**
  - Rotating
  - 120 x 900 px
  - € 495.00 per week

- **Wide Skyscraper Standard**
  - Rotating
  - 160 x 600 px
  - € 405.00 per week

- **Wide Skyscraper Large**
  - Rotating
  - 160 x 900 px
  - € 540.00 per week

- **Video Rectangle**
  - Rotating
  - 300 px Breite
  - Height depending on video format up to 250 px
  - € 585.00 per week

- **Leaderboard**
  - Rotating
  - 728 x 90 px + 160 x 600 px
  - € 720.00 per week

- **Leaderboard Large**
  - Rotating
  - 1.100 x 120 px
  - € 675.00 per week

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

Media Kit 2021
EDITORIAL LETTER

DIGITAL BUSINESS CLOUD

The editorial letter is published weekly in our company and provides around 10,000 recipients with targeted information for entrepreneurs, board members, managing directors, CEOs, COOs, CIOs, CDOs, divisional directors, IT and IT organisation responsibles, HR managers, chairs at universities and technical colleges.

An ideal environment in which to place a text ad and/or banner. 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.

SUBSCRIBE
NEWSLETTER

Advertising possibilities in our Editorial Newsletter

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

€ 550.00 per week

Skyscraper
120 x 600 px
€ 750.00 per week

Superbanner
560 x 200 px
€ 950.00 per week
WEBINAR NEWSLETTER

We provide for visitors

Webinars are a highly popular marketing tool, offer an efficient way to present new products and create new relationships with customers. **Work with us to generate additional registrations for your webinar!**

**Webinar package price:** € 1,500.00

**SUBJECT CONTENTS:**

- **Webinar Newsletter** to the recipients of the Digital Business magazine editorial letter, in which exclusively webinars are presented every two weeks (more often if required).

- **Webinar-AD** with teaser/online text (max. 2,000 characters), image and link directly to your registration form.

- The description text is available online as **sponsored post** with a **link to the registration form**. Furthermore, the article will be distributed via the social media channels of the Digital Business magazine.

- **Entry with event logo in the calendar of events** of the magazine of your choice. **The entry is online from publication until the end of the event.**
Stand-alone email is a campaign-related form of advertising that is usually sent only once.

We offer you the choice of selecting only our own newsletter addresses or booking the entire address base of our media network (A-Z Direct, Burda, LeadFactory, MB Medien, etc.).

The basis for the below mentioned maximum reach of over 117,190 recipients is our magazine target group.

With Email Plus, we can also meet your individual requirements, i.e. you can make further adjustments to the target group, such as company size or industry sector.

When using this form of advertising, the owner of the address sends the stand-alone email on behalf of the company making the booking. In other words, the sender is the owner of the address and not the advertising company. Due to the fact that the advertising company is mentioned exclusively in the email, 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 vertical addresses
- High level of attention in the target group
- Exclusive presentation of the company
- Image transfer by using our magazine title in the header of the email

Needless to say, all our addresses and those of our partners comply with the strict provisions of the German Data Protection Act (DSGVO).

**QUANTITY SCALE**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>€ 3,990</td>
</tr>
<tr>
<td>20,000</td>
<td>€ 7,490</td>
</tr>
<tr>
<td>30,000</td>
<td>€ 10,990</td>
</tr>
<tr>
<td>40,000</td>
<td>€ 13,990</td>
</tr>
</tbody>
</table>

**Larger quantities on request.**

However, prices and reach may vary in the event of additional restrictions or a change in target group.
Sponsored posts can be advertised via various other online media, thus increasing the number of readers significantly. For this reason, we offer you various complementary methods to increase the traffic on your online advertorial.

The advertising is done via our weekly editorial letter. For you, this means around 10,000 recipients of our editorial letter, which also presents the sponsored post placed on our website and you will receive a direct link to it.

As an additional advertising measure, we offer you the opportunity to advertise your sponsored post using our social media channels.

As part of our advertorial packages, we also offer to publish your sponsored post as an advertorial in the print and ePaper edition. We are referring here to the maximum possible editorial reach that you can make use of.

### OUR PACKAGE PRICES:

<table>
<thead>
<tr>
<th>Package Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsored Post News+</strong></td>
<td>Publication of your online advertorial on <a href="http://www.digitalbusiness-cloud.de">www.digitalbusiness-cloud.de</a> for one month (min. 500 – max. 4,000 characters + two images), additionally advertised via our weekly newsletter. 2,000 additional characters each with one picture</td>
</tr>
<tr>
<td><strong>Sponsored Post Social+</strong></td>
<td>(As previously described for Sponsored Post News+, also displayed on our social media channels on XING, LinkedIn, Facebook and Twitter, text max. 4,000 characters)</td>
</tr>
<tr>
<td><strong>Advertorial Package Premium</strong></td>
<td>(Sponsored Post Social+ and additional publication of the advertorial in the print and ePaper edition, 1/1 page advertorial (approx. 4,000 characters)</td>
</tr>
<tr>
<td><strong>Advertorial Package Premium+</strong></td>
<td>Same as Advertorial Package Premium, but with 2 pages of advertorial (approx. 8,000 characters plus image)</td>
</tr>
</tbody>
</table>
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.
LEAD PACKAGES

According to the reader target group of the DIGITAL BUSINES CLOUD you will receive guaranteed MQ leads

**MQ leads – Premium 100**
You will receive:
- 1 Stand-Alone Newsletter
- Marketplace entry: 12 months Print + Online
- 2 Newsletter text ads with your white-paper
- Sponsored post + Xing
- Wide Skyscraper (160 x 900 px) 2 weeks
€ 13,600.00

**MQ leads – Premium 75**
You will receive:
- 1 Stand-Alone Newsletter
- Marketplace entry: 12 months Print + Online
- 2 Newsletter text ads with your white-paper
- Sponsored post + Xing
- Wide Skyscraper (160 x 900px) 1 week
€ 11,500.00

**MQ leads – Premium 50**
You will receive:
- 1 Stand-Alone Newsletter
- Marketplace entry: 12 months Print + Online
- 2 newsletter text ads with your white-paper
- Sponsored post + Xing
€ 9,800.00

Differing quantities to our lead packages and special requests on request!

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 SPECIALS+

Whitepapers, directories & posts

## WHITEPAPER:
- Whitepaper for 3 months for download incl. leads (image + teaser text)
- **Medium:** with advertisement of the whitepaper by
  - 4 text advertisements in the newsletter according to your choice (image + text)
  - a medium rectangle banner for four weeks on the website
- **Large:** with advertisement of the whitepapers by
  - 8 text advertisements in the newsletter according to your choice (image + text) + eight weeks medium rectangle banner (300 x 250 px)

## POSTS:
- Calendar of events per event (logo + text)
- Exhibition area per year

## MARKETPLACE:
- Service provider for 12 months (logo, address block, max. 500 characters text)
- Publication of entries from the Marketplace Print

## SEO-SERVICE:
- SEO-optimization of print and Online professional articles per page (about 4,000 characters)

---

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitepaper for 3 months for download incl. leads (image + teaser text)</td>
<td><strong>€ 1,850.00</strong></td>
</tr>
<tr>
<td>Medium: with advertisement of the whitepaper by 4 text advertisements in the newsletter according to your choice (image + text) a medium rectangle banner for four weeks on the website</td>
<td><strong>€ 2,700.00</strong></td>
</tr>
<tr>
<td>Large: with advertisement of the whitepapers by 8 text advertisements in the newsletter according to your choice (image + text) + eight weeks medium rectangle banner (300 x 250 px)</td>
<td><strong>€ 2,700.00</strong></td>
</tr>
<tr>
<td>Calendar of events per event (logo + text)</td>
<td><strong>€ 190.00</strong></td>
</tr>
<tr>
<td>Exhibition area per year</td>
<td><strong>€ 2,000.00</strong></td>
</tr>
<tr>
<td>Service provider for 12 months (logo, address block, max. 500 characters text)</td>
<td><strong>€ 750.00</strong></td>
</tr>
<tr>
<td>SEO-optimization of print and Online professional articles per page (about 4,000 characters)</td>
<td><strong>€ 439.00</strong></td>
</tr>
</tbody>
</table>
# ONLINE JOB MARKET

Including booking option with Jobware

<table>
<thead>
<tr>
<th>Top Job Link</th>
<th>Premium Job</th>
<th>Range Plus incl. Jobware</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In TOP JOB Box:</strong> job title, company name, location, link to job advertisement on your career website</td>
<td><strong>Exclusive: PREMIUM JOB Box:</strong> logo, job title, company name, location, link to job advertisement on your career website</td>
<td><strong>Full-service advertisement:</strong> placement in the DIGITAL BUSINESS CLOUD magazines' job market and at Jobware with publication on up to 400 Jobware partner pages</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Homepage</th>
<th>Job Market</th>
<th>Newsletter: reference and link (inclusion in weekly newsletter)</th>
<th>Publication at Jobware</th>
<th>Additional publication on up to 400 Jobware partner websites</th>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOP JOB Link</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td>€ 250.00</td>
</tr>
<tr>
<td><strong>Premium Job</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
<td>1x</td>
<td>€ 200.00</td>
</tr>
<tr>
<td><strong>Range Plus incl. Jobware</strong></td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
<td>✔</td>
<td>30 days</td>
<td>€ 1,095.00</td>
</tr>
</tbody>
</table>

**Publisher Combination:**

- Each further WIN job exchange: € 125.00
- Publication on all 7 WIN-Verlag job exchanges: € 1,000.00
- Incl. 1 TOP JOB link on a job exchange!
WHAT IS A DIGITAL INSERT?
We offer you an insert PDF section in the middle of the ePaper and the option of publication in the printed magazine.

For the digital distribution of the ePaper magazine we make use of our own address database as well as the databases of our cooperation partners A-Z Direct, Burda Digital, Leadfactory, MB Medien etc.

This enables you, as usual, to book a larger section of the magazine exclusively for yourself and at the same time, you can also influence the circulation figure a little yourself.

For details please contact our sales team.

DIGITAL INSERT PRICES:
up to 3 pages € 170.00/ooo
4-6 pages € 250.00/ooo
7 pages or more on request

as well as the databases of our cooperation partners A-Z Direct, Burda Digital, Leadfactory, MB Medien etc.
PODCASTS

By producing the podcast for you and publishing it on one or more of our digital channels (website, newsletter, social media, ePaper), we ensure that you reach the right target audience.

**HERE OUR PODCAST OFFERS:**

**AudioAdvertorial:**
To record a podcast, you will need to sit in a quiet room. Apart from that, you will hardly need any equipment: just an external USB microphone for your PC or laptop.

The podcasts are recorded by an editor and will be presented in the form of a conversation with you. We ensure the implementation and realization, so you can sit back and relax.

The total length of the recording including a short briefing lasts a maximum of one hour (often about 30 minutes). We also manage the post-production, i.e. the editing.

**Your added value:** topic and scope of your choice (max. length of the final product 30 minutes). Needless to say, you can also take the microphone yourself. You do not need any experience as a speaker. In case a podcast series is desired and you wish to provide variety, you can also let employees or customers have their say. With a podcast series, interested parties/customers can subscribe to your podcasts and thus be kept up to date.

The most important thing in this type of conversation is that the content is authentic. Addressing your prospects/existing customers directly creates trust and appears authentic. Exciting talks are created and you increase customer loyalty.

Another plus: Only those who are interested in the topic will listen to your podcast. This means that there are no expensive marketing measures with high scattering losses for you.

**Prices:**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 minutes</td>
<td>€ 2,500.00</td>
</tr>
<tr>
<td>15 minutes</td>
<td>€ 2,650.00</td>
</tr>
<tr>
<td>20 minutes</td>
<td>€ 2,800.00</td>
</tr>
<tr>
<td>30 minutes</td>
<td>€ 3,000.00</td>
</tr>
</tbody>
</table>

**Presenting/Sponsoring of the editorial podcast**

This is a podcast on a specific topic, which our editors speak, or to which our editors interview one or more interviewees with the aim of giving the listeners a deeper insight into a topic. For this purpose, the customer delivers his commercial as a mp3 file in a length of maximum 20 seconds. Pre-, Mid- or Post-Roll-Ad each 10-20 seconds. Additional placement of a banner on the podcast website.

**Prices:**

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-roll ad</td>
<td>€ 1,450.00</td>
</tr>
<tr>
<td>Pre-roll and post-roll ad</td>
<td>€ 1,860.00</td>
</tr>
<tr>
<td>Pre-, mid- and/or post-roll-ad</td>
<td>€ 2,200.00</td>
</tr>
</tbody>
</table>

The sponsoring can also be retroactively integrated into existing podcasts.
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 facing up to this change, because our magazines are available as ePaper app in the WIN kiosk and as ePaper at many airlines, such as Lufthansa and Lufthansa Star Alliance, in the ICE portal of Deutsche Bahn and many top hotels. 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. 100,000 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 10,645 follower, who not only read our articles, but also perceive the display advertising or the integrated online advertorial.
PERFECTLY WELL INFORMED

We inform our readers wherever they are

Print and online

First-class hotels

Deutsche Bahn

Hairdressing salons

Universities and colleges

Doctors’ surgeries

Airlines

Subscribers and strategic recipients

Clinics

Cruises

Banks

Online kiosks

Gastronomy

Display at trade fairs & events

We inform our readers wherever they are

Print and online
REFERENCES

A selection of our partners and customers
New technologies are the key factor, to optimise business processes and management decisions. Industrial Application Software GmbH (IAS) offers with the flexible and expandable ERP software caniasERP best conditions for this. The modular, open structure of our ERP system enables us to integrate brand developments into our system at an early stage and make them available to our customers. We use DIGITAL BUSINESS CLOUD to keep ourselves up to date on topics and trends, but also to keep up with the latest developments, to inform companies, specialists and other trade visitors about our technological developments across all industries.

MARCO VOLK,
HEAD OF MARKETING INTERNATIONAL/MEDIA DESIGNER
INDUSTRIAL APPLICATION SOFTWARE GMBH

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
PUBLISHING PROGRAMME

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.

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 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 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.

Bauen aktuell
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 services engineering and building automation.

DWG solutions
Designers, engineers, architects and planners receive concrete suggestions for their everyday construction work. This enables them to increase the efficiency of their design and receive high-quality and practical information about the world of DWG-compatible solutions.

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.

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.

SPECIAL ISSUES & CORPORATE PUBLISHING
Profit from the popularity of our publications to create an individual special edition about your products and services.
RESPONSIBLE CONTACTS

Get in touch with us

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