

# Media data 2024

Price list No. 30, valid from 1 January 2024

[itsicherheit-online.com](https://itsicherheit-online.com)



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# IT-SICHERHEIT

Management and technology

## PROFILE:

IT-SICHERHEIT provides up to date, practical and easy-to-understand information about technical developments, innovations, products and services of all IT security topics – from imminent risks and threats to new security technologies and solutions to technical data protection requirements. The trade magazine deals with the security requirements around topics such as cloud computing and mobile security as well as questions about the Internet of Things, network and process security and the management of IT security.

## READERS:

IT-SICHERHEIT is aimed at professionals who need to keep up to date on the subject and are looking for solutions and services in the respective fields.

## CIRCULATION ANALYSIS

Print run:	4,400 copies
Actually distributed circulation:	4,155 copies

## DISTRIBUTION:

- IT-SICHERHEIT subscribers
- Handed out to participants on the DATAKONTEXT training courses
- Presence at events and trade fairs
- As an e-magazine, IT-SICHERHEIT is also distributed free of charge to more than 8,500 newsletter contacts and sent to more than 1,000 direct followers on LinkedIn.
- Each issue is promoted via all of the publisher's digital channels as well as via partners such as the Bitkom Akademie and the GDD (Gesellschaft für Datenschutz und Datensicherheit e.V.).

# Publisher's details



**Publication frequency:**

6 times a year

**Volume:**

Volume 30, 2024

**Website:**

itsicherheit-online.com

**Publisher:**

DATAKONTEXT GmbH

**Address:**

Augustinusstr. 11 A, 50226 Frechen, Germany

**Phone:**

+49 2234 98949-0

**Fax:**

+49 2234 98949-32

**E-mail:**

info@datakontext.com

**Website:**

datakontext.com

**Management:**

Dr. Karl Ulrich

## MEDIA CONSULTING

**Head:** Wolfgang Scharf

**Phone:** +49 2234 98949-60

**E-mail:** wolfgang.scharf@datakontext.com

## EDITORS

**Editor-in-Chief:** Sebastian Frank

## PURCHASE PRICE

**Annual subscription:**

Germany ..... € 139.00

International ..... € 143.00

**Single issue** ..... € 24.00

All discounted purchase prices apply only to direct purchases from the publisher, not to orders placed through booksellers. All prices incl. VAT and shipping.

**ISSN:** 1868-5757

**Place of performance/jurisdiction:** Cologne

**Bank details:** Uni Credit Bank AG, Munich,  
IBAN: DE34 7002 0270 0015 7644 54,  
BIC: HYVEDEMMXXX

**Terms of payment:** 30 days after receipt of invoice net;  
direct debit: 3 % discount

**VAT:** All listed ad prices are subject to VAT.

**General Terms and Conditions:** Our General  
Terms and Conditions at datakontext.com/agb apply.

# Schedule of dates and topics

## SPECIALS - Packages see page 7

### 1st issue

PD: **28 Feb**  
PMD: 1 Feb  
AD: 26 Jan

#### "IT Security in Hospitals"

in cooperation with the "Krankenhaus IT-Journal".  
Reach decision-makers in hospitals in a targeted way.  
The Special is also enclosed with the Krankenhaus IT-Journal.  
A further 1,000 copies are also on display at DMEA, Europe's leading event for digital health.

**Krankenhaus-IT**  
Fakten und Perspektiven der IT im Gesundheitswesen  
**JOURNAL**

### 2nd issue

PD: **19 Apr**  
PMD: 18 Mar  
AD: 11 Mar

#### "Security in and from the cloud"

- Identity and access management
- Secure cloud storage
- Encryption
- Managed security services
- Business continuity
- Securing M365

### 3rd issue

PD: **28 Jun**  
PMD: 31 May  
AD: 24 May

#### "Securing critical infrastructures"

PD = Publication date, AD = Advertisement deadline, PMD = Printing material deadline

# Schedule of dates and topics

## SPECIALS - Packages see page 7

### 4th issue

PD: 13 Aug  
PMD: 15 Jul  
AD: 8 Jul

**"Malware defence"**

### 5th issue

PD: 14 Oct  
PMD: 13 Sep  
AD: 6 Sep

**"it-sa - solutions market - including display at the trade fair"**

### 6th issue

PD: 10 Dec  
PMD: 14 Nov  
AD: 8 Nov

**"Cyber resilience"**

(security by design, security by default, supply chain security, cyber insurance, etc.)

PD = Publication date, AD = Advertisement deadline, PMD = Printing material deadline

# Packages: advertorial – print and online

For the advertorial, your content is presented as an editorial article and is simply labelled with “Advertorial” in the column title. Use information-rich advertising to reach potential customers, using your professional expertise. You can enter your contact details at the end of the advertorial for direct contact.

In the e-magazine, we link to your desired domain at the end of the advertorial.

Your article is also published permanently in html on [www.itsicherheit-online.com](http://www.itsicherheit-online.com).

## PACKAGE 1:

### Advertorial, one-page:

3,500 characters incl. spaces and link in the e-magazine  
incl. online publication on the website

€ 1,980

## PACKAGE 2:

### Advertorial, two-page:

7,000 characters incl. spaces and link in the e-magazine  
incl. online publication on the website

€ 2,580

## PACKAGE 3:

### • Advertorial (product/company profile also possible) two-page:

7,000 characters incl. spaces and link in the e-magazine  
incl. online publication on the website

### • Text ad in the special newsletter for the issue with more than 8,500 contacts, linked to your article

€ 2,980








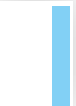
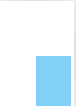

\* Integrating logos, images and graphics reduces the number of characters accordingly.



Example advertorial: 2-page

Example advertorial: 1-page

# Advertisement prices

FORMATS	1/1 page	2/3 page portrait	2/3 page landscape	1/2 page portrait	1/2 page landscape	1/3 page portrait	1/3 page landscape	1/4 page portrait	1/4 page corner section	1/4 page landscape
										
im Anschnitt (W × H in mm) +5 mm trim	210 × 297	136 × 297	210 × 194	104 × 297	210 × 144	70 × 297	210 × 99	54 × 297	104 × 140	210 × 76
Price for 4c	€ 2,750	€ 2,200	€ 2,200	€ 1,750	€ 1,750	€ 1,500	€ 1,500	€ 1,200	€ 1,200	€ 1,200

Each issue is also published as a digital e-magazine. This is distributed to more than 8,500 additional contacts via our newsletter and sent to more than 1,000 direct followers on LinkedIn.

## DISCOUNTS

Contact us and we will be happy to put together an attractive offer for you.

## SPECIAL PLACEMENTS

all cover pages 1/1 page 4c € 3,150

first right page 4c : € 2,885

## JOB ADVERTISEMENTS

1/1 page 4c € 1,220

1/2 page 4c € 610



# Cover story & your own magazine

## COVER STORY\*

Our cover story puts you front and centre. We work with you to design the cover of the main issue or the Special. You present your expertise on a topic on a total of four pages. We provide you with professional support when creating the content.

- Cover + 4 advertorial pages  
(per page: approx. 4,500 characters incl. spaces)
- 100 copies included

**Price: € 4,990**

\*also possible as a topic section inside

## YOUR OWN IT-SICHERHEIT MAGAZINE

Benefit from the reputation and editorial quality of our trade magazine. We create a customised Special for you with articles about your company or your products.

- Own cover
- 16-page Special: free editorial articles combined with your articles
- Supplement in IT-SICHERHEIT
- Includes 500 copies for your own use
- Free download as an e-magazine on our website
- Special newsletter on the content with link to more than 8,500 recipients, also sent to more than 1,000 direct followers on LinkedIn

**Price: € 9,900**

incl. production costs and insert costs



Example: Cover story

# Solutions for IT security at companies

## Supplement in the Süddeutsche Zeitung and FAZ newspapers

Present your IT security solutions in this new format. The first issue reaches more than 1.2 million readers as a supplement in the print edition of the Süddeutsche Zeitung (SZ) newspaper. The second issue reaches more than 800,000 readers as a supplement in the FAZ newspaper.

Using the two national high-quality daily newspapers, you reach a top target group:  
above-average income – employed in senior management positions.

Place your solutions as **best-practice advertorials** on these topics.

### Only a limited set of topics is available:

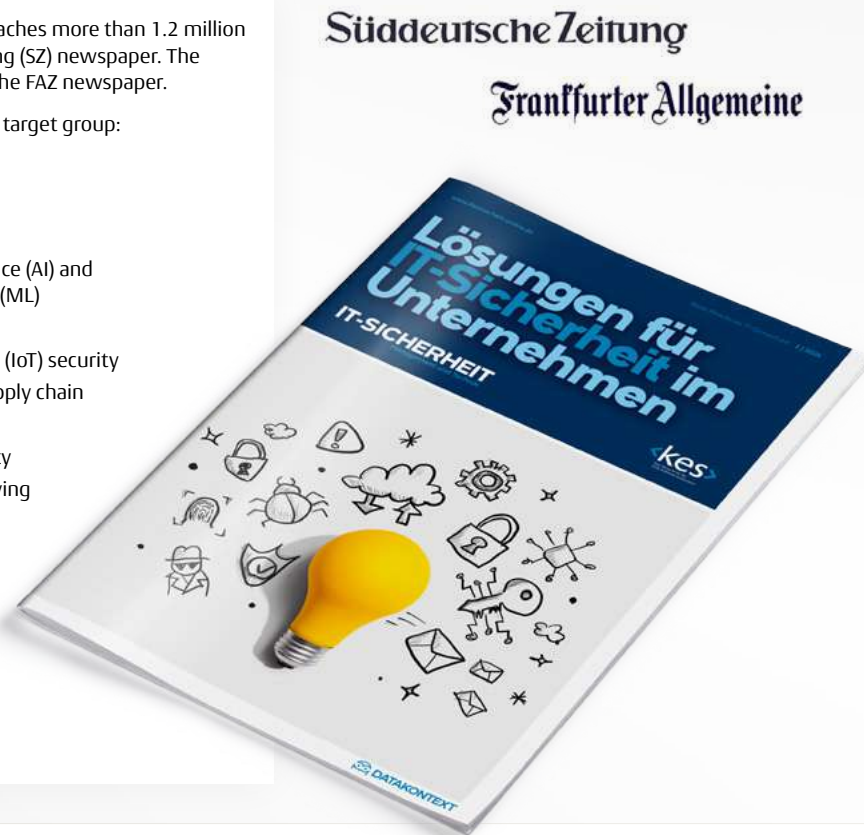
- Threats
- Network security
- Identity and access management
- Safety awareness and training
- Protection against malware
- Security in the cloud
- Vulnerability management
- Incident response and forensics
- Security for critical infrastructures
- Legal and compliance issues
- Artificial intelligence (AI) and machine learning (ML)
- Mobile security
- Internet of Things (IoT) security
- Security in the supply chain
- Encryption
- Blockchain security
- Backup and archiving
- IT security tests

**Circulation:** approx. 190,000 copies, around 1.2 million readers

**Publication date for FAZ supplement:** 14/03/2024

**Publication date for SZ supplement:** 06/06/2024

**Full media data with all details and conditions on request:**  
[wolfgang.scharf@datakontext.com](mailto:wolfgang.scharf@datakontext.com)



# Loose, bound and fixed inserts

## LOOSE INSERTS

up to 25 g:	€ 1,890
up to 50 g:	€ 2,190
Maximum format:	205 mm W × 292 mm H

## BOUND INSERTS

Format:	210 mm W × 297 mm H
4 pages:	€ 2,490
8 pages:	€ 3,200

Bound inserts must be pre-folded and delivered for further processing with 10 mm head trim, at least 5 mm outer trim margin and staple trim.  
Production possible on request; placement requests cannot be considered.

## FIXED INSERTS

Postcards, booklets:	€ 3,790
Samples or similar:	on request
Maximum format:	180 mm W × 277 mm H

Price incl. 1/1 page supporting ad. Placement requests are not possible.

### Delivery:

10 working days before publication date, stating number of copies, magazine title and issue number. A sample must be visibly attached to each packaging unit. The exact quantity of inserts is stated with the order confirmation.

Grafisches Centrum Cuno GmbH  
Ronny Thürmann  
Gewerbering West 27  
39240 Calbe, Germany

### Sample:

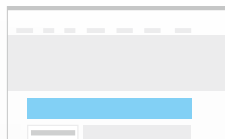
5 copies to the publisher by the advertisement deadline for the applicable issue:

DATAKONTEXT GmbH  
Dieter Schulz  
Augustinusstr. 11 A  
50226 Frechen, Germany

# Display ads: itsicherheit-online.com

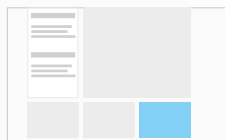
The portal for CISOs, CIOs, IT security managers, IT and company managers, where they can find specialist articles, current product and industry news, and event information.

## DISPLAY ADS



€ 180 CPM

Billboard banner  
1168×146 px



€ 150 CPM

Medium rectangle  
368×251 px

## COVERAGE:

Events:	39,473
Views:	14,990
Users:	3,916

Average access figures from 1st six months of 2023



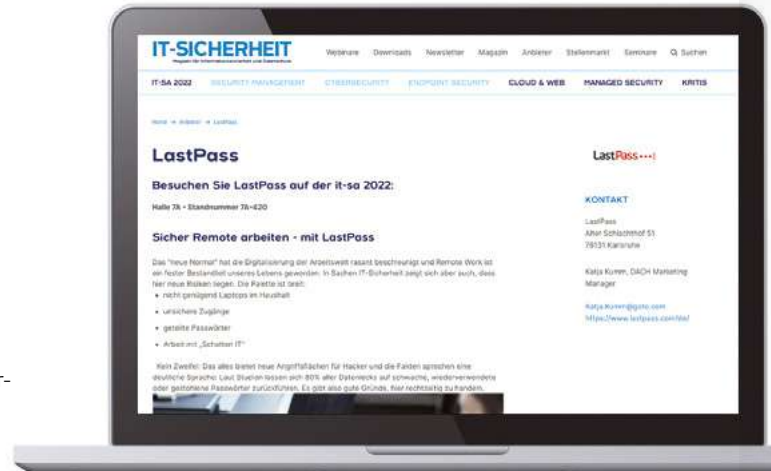
Google search  
"IT security" =  
results page 1

# Online guide: itsicherheit-online.com

## WHAT YOU GET AND THE BENEFITS:

- **Company/product profile online for one year**  
Total text of up to 4,000 characters incl. spaces  
plus links, contact details, logo and images
- **One online advertorial**  
Specialist article with 6,000 characters max.  
within one year (regular price: € 1,590)
- **News teaser**  
(Text ad) with link to the advertorial in the next available newsletter
- **More advertorials** can be purchased at a special price of € 1,250.
- **Two online industry news articles**  
1,500 characters max. within one year (regular price: € 590)
- **Further news** can be purchased at a special price of € 350
- **Listing of your news, specialist articles and advertorials**  
published with us under your profile
- **Up to three topic categories** can be selected (security management, cyber-security, endpoint security, cloud & web, managed security, KRITIS)
- **Your logo** is displayed on the right-hand side of suitable articles  
(according to the selected topic categories) as a provider for the topic  
with a link to your profile.

Price for one year (not a subscription): € 2,450



These partners are already on board:



# Online advertorial: itsicherheit-online.com

Use our online coverage for your professional advertising message.  
Our users are looking for professional content in combination with products and services.

## Distribution of the advertorial

- Publication on the itsicherheit-online.com website

## Details of advertorial

- Text with max. 6,000 characters incl. spaces, images if applicable
- Contact details, logo
- 2 links
- 1 assigned topic  
(security management, managed security services, cybersecurity, endpoint/security, cloud/web application security, KRITIS)

## Prices:

**Standard advertorial:** € 1,590

**Premium advertorial:** € 1,980  
**incl. news teaser**

(created by us, for maximum traffic)  
with a link to the advertorial in  
the next available newsletter  
with more than 8,500 contacts.



# Newsletter IT-SICHERHEIT

Place your message in the IT-SICHERHEIT newsletter!

**Subscribers:** CISOs, CIOs, IT security managers, IT and company managers, more than 8,500 newsletter recipients plus sent to more than 1,000 direct followers on LinkedIn

**Publication frequency:** 2 per month

**Text ad:** 400 characters Incl. spaces  
+ image or logo image plus direct link

**Price: € 415**  
Additional placement charge for position 1, 2 or 3 = € 150

## PUBLICATION DATES FOR IT-SICHERHEIT NEWSLETTER 2024

NL 1	18/01/2024	NL 6	28/03/2024	NL 11	06/06/2024	NL 16	15/08/2024	NL 21	24/10/2024
NL 2	01/02/2024	NL 7	11/04/2024	NL 12	20/06/2024	NL 17	29/08/2024	NL 22	07/11/2024
NL 3	15/02/2024	NL 8	25/04/2024	NL 13	04/07/2024	NL 18	12/09/2024	NL 23	21/11/2024
NL 4	29/02/2024	NL 9	09/05/2024	NL 14	18/07/2024	NL 19	26/09/2024	NL 24	05/12/2024
NL 5	14/03/2024	NL 10	23/05/2024	NL 15	01/08/2024	NL 20	10/10/2024	NL 25	19/12/2024

### Cybersicherheit

#### Große Schäden im Homeoffice durch Phishing-Mails

Das schwächste Glied bestimmt, wie gut die Datensicherheit ist. Und das schwächste Glied ist in diesem Fall immer noch der Mensch. Im Homeoffice verursachen Phishing-Mails deutlich höhere Schäden als im privaten Umfeld oder im Büro, wie eine repräsentative Studie mit 5.000 Befragten von G DATA, brand eins und Statista zeigt.



[mehr erfahren](#)

Anzeige

#### So geht's: E-Mail-Kommunikation in nur wenigen Schritten schützen

Die E-Mail ist das zentrale Kommunikationsmedium im Geschäftsalltag. Doch unverschlüsselte E-Mails sind unsicher und für den Versand großer Dateien nicht geeignet.

Erfahren Sie, wie Sie die Kommunikation in Ihrem Unternehmen in wenigen Schritten schützen und große Dateien einfach verschicken können.



[» mehr erfahren](#)

#### Cyber Threat Report für das 2. Quartal 2022

Von Phishing-SMS über malizöse URLs in Verbindung mit dem Ukraine Krieg bis hin zu IPv6, das zusammen mit DNS-Security das Zero-Trust-Modell stärkt – die Security- und Bedrohungswelt stand auch im letzten Quartal nicht still. Nun gibt es den Quarterly Cyber Threat Report für das zweite Quartal 2022. Er umfasst Informationen über Bedrohungsereignisse, die zwischen dem 1. April und dem 30. Juni 2022 veröffentlicht wurden.

# IT-SICHERHEIT

## Standalone newsletter

### Use the standalone newsletter to generate leads:

- Your content in our design for maximum trust and conversion
- Distribution list of the IT-Sicherheit newsletter (more than 8,500 recipients) plus sent to more than 1,000 direct followers on LinkedIn
- You can use any subject line
- Links and CTAs are possible
- Can be booked in odd calendar weeks
- Customer example

Price: € 2,950





# Whitepaper on LEAD generation

- **30 selectable leads included (GDPR-compliant list with ad consent: form of address, title, name, company, department, position and e-mail address)**

You get a weekly update in the form of a list of newly generated leads. Based on the company name, department and position, you decide whether the applicable complete data record should be one of your 30 included leads.

- **Listed under Downloads and News on the whitepaper website. Promoted via our newsletter and website**

We advertise your whitepaper intensively via our channels until the desired number of leads is reached as quickly as possible, but within a year.

- **Optional additional lead packages**

You can purchase further packages of 30 leads at any time.

- **Optional preparation of your whitepaper by our editors**

Our professional editors prepare the whitepaper with a maximum of 12,000 characters including spaces, on your topic. 8,000 characters including spaces cover your associated product, e.g. in the form of a case study, which we incorporate. Co-branded layout with IT-SICHERHEIT magazine and your logo.

**Prices on request**



# 2nd and 3rd CSK SUMMIT 2024 – Cybersecurity KRITIS Virtual Conference

After the brilliant start to the CSK in 2023 with more than 300 participants from companies, there will be two more CSK Summits in 2024 on **24-25 April 2024** and **3-4 July 2024**.

The CSK Virtual Conference focusses on the two main topics of cybersecurity and KRITIS.

Plenary 1 is for all companies in any sector.

Plenary 2 is explicitly aimed at KRITIS companies.

For sponsorship opportunities for the conference, please contact:

**wolfgang.scharf@datakontext.com**

- ✓ 200 to 250 participants
- ✓ Targeted data protection-compliant lead generation
- ✓ Pitch presentations
- ✓ 1:1 meetings
- ✓ Matchmaking and networking
- ✓ Free of charge for end customers; access for competitors subject to a charge

[www.csk-summit.de](http://www.csk-summit.de)



Photo: Zaleman - stock.adobe.com

Our partners in 2023:



Acronis

ASSA ABLOY

choin!  
the way IT works

DriveLock

ectacom



KnowBe4  
Human error. Conquered.

Net at Work  
Building IT-Excellence.

noSpam  
proxy®

novicom

paloalto  
NETWORKS



SOPHOS

sosafe

sure|secure|

TANIUM

WatchGuard

# LEAD generation, GDPR-compliant: Sponsored webinars

## WEBINAR

**Exclusive webinar as sole sponsor.**

**What you get and the benefits:**

- ✓ GDPR-compliant participant contact data:
- ✓ You get a GDPR-compliant registration list with ad consent: form of address, title, name, company, department, position and e-mail address
- ✓ Attendance record and chat questions asked to optimise sales approach
- ✓ Personalised survey results
- ✓ We usually receive 60 to 120 registrations from companies with strong investment potential
- ✓ Branding effect by promoting your presentation via the security/data protection publisher/event database and social media channels with more than 13,000 contacts
- ✓ Short profile with logo and link on the webinar event site
- ✓ Recording of the presentation for your own sales activities
- ✓ Briefing call from our quality control department to optimise participant acquisition
- ✓ Official IT-SICHERHEIT & KES event: Benefit from us as an established information service provider
- ✓ Professional moderation included

**Date:** As agreed  
Lead time: approx. 5-6 weeks

**Price:** € 2,850\*

\* Basic package (equipment, invitation, registration list), additional modules possible.

// Thank you very much for preparing for and running the webinar professionally and straightforwardly. We have reached our target group almost 100 %! //

Paul Moll | Field Marketing Manager  
Central Europe WatchGuard  
Technologies GmbH



Photo: Maksim Kabakou, Adobe Stock

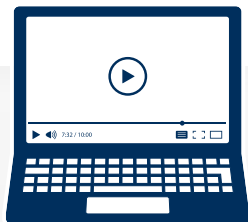
# LEAD generation, GDPR-compliant: Sponsored web conference

## WEB CONFERENCE

Digital conference with up to 7 sponsors.

### What you get and the benefits:

- ✓ GDPR-compliant participant contact data: You get a GDPR-compliant registration list with ad consent: form of address, title, name, company, department, position and e-mail address
- ✓ Attendance record and chat questions asked to optimise sales approach
- ✓ Personalised survey results
- ✓ We usually receive 90 to 150 registrations from companies with strong investment potential
- ✓ Branding effect by promoting your presentation via the security/data protection publisher/event database and social media channels with more than 13,000 contacts
- ✓ Short profile with logo and link on the webinar event site



- ✓ Recording of the presentation for your own sales activities
- ✓ Neutral keynote speech at the start
- ✓ Briefing call from our quality control department to optimise participant acquisition
- ✓ Official IT-SICHERHEIT & KES event: Benefit from us as an established information service provider
- ✓ Professional moderation included

**Topic:** As agreed

**Date:** Booking at least five weeks before the event date

**Price:** from € 2,150\*

\* Basic package (equipment, invitation, registration list), additional modules possible.

“ Whether web conference or standalone webinar: Professional and friendly organisation – from preparation to running the event and follow-up. Thanks to Datakontext's targeted approach, we have been delighted to be able to increase our profile on the market via this channel. ”

Susanne Schmitt, Senior Marketing Manager  
& Channel Marketing Manager,  
DriveLock SE

## DATES FOR 2024

30 Jan	Security awareness
21 Feb	Cloud security
21 Mar	Zero trust
16 May	Identity and access management
6 Jun	Penetration testing
13 Aug	Attack detection
4 Sep	Malware – prevention and elimination
26 Sep	Securing M365
17 Oct	BCM/backups
07 Nov	Network security
28 Nov	KRITIS
12 Dec	Cybersecurity update

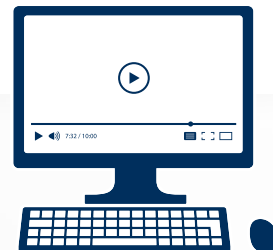


Photo: Niko, Adobe Stock

# Formats and technical specifications

**Magazine format:**

Main issue: 210 mm W × 297 mm H

**Typarea:**

181 mm W × 260 mm H

**Printing and binding methods:**

Sheet-fed offset printing,  
saddle stitching for main issue,  
saddle stitching for Special,  
paper: 80 g picture print, coated

**Sending data:** Please send all data to  
anzeigen-marketing@datakontext.com  
(max. 10 MB of data)

**Possible data formats when sending e-mails:** TIF, EPS or PDF. Open or larger files, such as original files, imports and fonts must be uploaded via FTP if possible. You can get the login details from the order processing department on request. Together with the open data, all information about magazine/title, sender, operating system and the program version that is used is required.

**Data formats:** We recommend providing PDF/X-3 data. Open data (e.g. InDesign, QuarkXPress, etc.) should be avoided. The file must at least be printable, i.e. all fonts that are used must be embedded, halftone images need a resolution of 300 dpi, line art of at least 600 dpi.

**Colours:** Printing colours (CMYK) according to ISO 12647-2 (PSO), special colours are not possible. For conversion and management of the colour space (ICC colour management) see the ECI standard offset profiles.

**Data archiving:** Data is archived; repeats unchanged are therefore usually possible. However, no data guarantee is given.

**Guarantee:** We do not give any guarantee for the printing result when using digital print documents. We cannot accept any liability for deviations in texts, illustrations and, in particular, in colours. We charge for images printed incorrectly as a result of incomplete or incorrect files, incorrect settings or incomplete information. This also applies to additional typesetting or repro work. We are happy to provide you with expert advice on graphics.

**Processing inserts:** Pre-folded inserts must be cross-folded, wrapped or centre-folded with the fold on the long side. Zig zag folds and gate folds are not possible. The inserts must have a closed side and be suitable for machine processing. If an insert consists of several parts, a secure binding is required.

**Kontakt:** Ute Müller, Order Processing  
E-mail: anzeigen-marketing@datakontext.com

Dieter Schulz, Technical Expert  
E-mail: dieter.schulz@datakontext.com

# Contact details

## TRADE MAGAZINES FROM DATAKONTEXT

### HEAD OF MEDIA CONSULTING

Wolfgang Scharf

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+49 2234 98949-60

**E-mail:**

wolfgang.scharf@datakontext.com

DATAKONTEXT GmbH  
Augustinusstr. 11 A  
50226 Frechen, Germany

[www.datakontext.com](http://www.datakontext.com)



The magazine for  
information security



Payroll accounting  
from a single source



Network for digital HR



Data processing law