



iX ISSUE 30/19

Jubilee Issue

30 % discount
+
30% discount
on congratulation
motif

IT today:

Milestones in Information Technology

IT TODAY: MILESTONES IN INFORMATION TECHNOLOGY

Its 30th anniversary gives iX the opportunity to reflect on the past, present and future of information technology. Authors from a wide variety of disciplines and industries write about the tops and flops of the past few decades and what not only the CIO can learn from today.



EXKLUSIVE ACTIVITIES AROUND THE JUBILEE:

- Exclusive birthday party on May 23, 2019 with all: editors, authors, readers and our iX advertising customers
- Party highlight: podium discussion with top speaker and round table
- Readers' competition:
Get involved as a sponsor!
Prize portrait and entry in the anniversary edition
- **Congratulate with a birthday motif**
on attractive terms: we will grant you 30% in addition to the anniversary discount!
- Attractive anniversary terms on the iX online channel
- Copy sales campaigns around the birthday
- And many more actions!



Target Group: **IT PROFESSIONALS, IX-MINDED PEOPLE, FROM COMPUTER SCIENCE STUDENTS TO CIOs**

DID YOU KNOW THAT ...

... **77%** appreciate the innovative and forward-looking issues of iX?

... **22%** are IT consultants, **24%** software engineers and **23%** network engineers and administrators?

... **every 14th reader** plans high investments between 1/4 million Euros to 1 million and more in the next 12 months*

...around **40%** plan to invest in Linux-Server, **36%** in data management software, **35%** in networking hardware and **37%** in virtualization solutions.?

... **more than 95%** believe in iX as a gatekeeper of future communication technology knowledge?

Source: iX-readership survey July 2015, base n=475, *in the next 12 months

...**1/4** of the iX-reader work in large companies with **more than 1,000 employees**

...**42,5%** plan to buy via direct sale/manufacturer, **34,7%** via system/software integrators and **27%** prefer to buy via DP wholesale and distributors?

...**90%** of readers say they get these information nowhere else?

The Jubilee-Issue
In the first half of 2019.
Focus on one key topic.

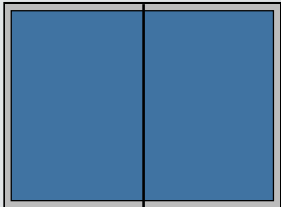
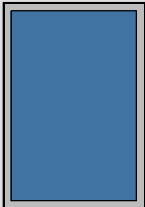


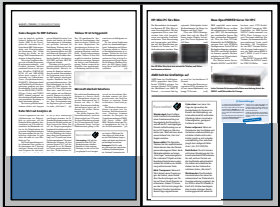
Circulation:
News stand +
iX subscribers

Target Group: IT PROFESSIONALS, IX-MINDED PEOPLE, FROM COMPUTER SCIENCE STUDENTS TO CIOs

RATES AND FORMATS 2019

30 % discount
+ 30 % discount on a congrat motif*

Example for ads in 4c

2/1 page	1/1 page	1/2 page	1/3 page	1/4 page
				
a) Type area: 390 x 260 b) Bleed: 420 x 297*	185 x 260 210 x 297*	185 x 128 90 x 260 210 x 149* 94 x 297*	185 x 84 210 x 107*	185 x 62 90 x 128 210 x 80*
€ 11,850	€ 5,990	€ 3,415	€ 2,560	€ 2,060

All sizes: Width x height in mm *) Trim allowance for bleeds: 3 mm bleed overall. BW ads and other formats on request!

DATES

Space close: 15 May 2019
 Materials: 1 20 May 2019
 On sale: 03 June 2019

- surcharge for cover pages: 25%
- 15% agency commission possible
- other formats on request
- all rates excluding. VAT

KEY FACTS

Volume: about 150 pages
 Print run: 41,000 copies
 Circulation on sale: Newsstand sales + subscriptions!

Ad specials such as cover, flap banderole or island display ads are effective attention catchers - any idea? Then give us a call!

* We are happy to provide you with the iX logo.

CONTACT

We help to match new ideas for advertising with your mediaplan!

Please get into contact with our Heise Medien Team for Sales & Solutions [here](#).



Karl-Wiechert-Allee 10 • 30625 Hanover • Germany • Phone.: +49 [0]511 5352-395 • Fax: +49 [0]511 5352-441 • www.ix.de/mediakit