Focus on IT staff recruiting

Present your company as an attractive employer and place your latest job offers

issue II/2020 follows in October
IT & CAREER I/2020

The special highlights current topics around the IT and MINT job market. This editorial environment and the circulation of around 230,000 copies offer ideal conditions for finding the proverbial needle in the haystack and filling the vacant positions in your company.

With a personal image advertisement or a classic job offer you present yourself to our readership as an attractive and future-proof employer.

OUR TOPICS:

Where AI masters graduate:
Germany is going on the offensive, creating new chairs for artificial intelligence and thousands of study places.

What cloud constructions can withstand:
Multi- and hybrid clouds are highly complex systems. Cloud architects who orchestrate such things are in great demand.

Who is in charge of open source for the federal government:
The federal government is striving for digital sovereignty and has suddenly discovered the opportunities offered by open source software.

How artificial intelligence gets into the company:
AI managers should specifically tap the application potential. The first certificate course already exists.

Who teaches and trains machines:
Machine learning engineers convert ML systems from the research and handicraft corner into productive systems.

When programmers switch off:
Headaches, irritability and the constant need to catch up on work at home - occupational safety in IT is underestimated.

Welcome on board. We look forward to hearing from you!

Julia Gäbel
Sales Director
Technology Review

Tarik El-Badaoui
Sales Director
iX

Simon Tiebel
Sales Director
c't

OUR READERS - YOUR TARGET GROUP

\[ 963,000 \] c’t readers per issue!

\[ 73\% \] der c’t-Leser interessieren sich für berufliche Weiterbildung

\[ 577,000 \] c’t readers consider professional success important and desirable

\[ 85\% \] of iX readers find job-related information in iX

\[ 428,000 \] c’t readers are fully engaged in their profession and working hard for it

Technology Review readers are mainly graduates of technical or scientific courses of study:

- 21\% of Computer Science,
- 14\% of Electrical Engineering and
- 11\% of Natural Sciences

Highly educated and with a university degree:

- 60\% iX readers
- 57\% Technology Review readers
- 35\% c’t readers

Source: c’t - AWA 2019, Technology Review (TR) - reader survey 2016 n=576, iX reader survey 2019 n=1018
PRESENT YOUR COMPANY AS ATTRACTIVE EMPLOYER

Your options:
• advertorial + job offer
• recruiting–image–ad
• classical job offer
• Further education options and study courses

FORMATS, RATES, DATES

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*Trim allowance:
4 mm head, 4 mm gutter,
3 mm face- and 3 mm foot

Issue 1

On sale:
c’t magazin 09/2020: 11 Apr 2020
Technology Review 05/2020: 16 Apr 2020
iX Magazin 05/2020: 16 Apr 2020
Space close: 12 Mar 2020
Materials: 16 Mar 2020

PRINT RUN: about 230,000 copies

Combine: One page company profile + one page recruiting!

CONTACT

Ask our media teams for an attractive offer!

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