

# it-administrator

The Magazine for Professional System and Network Administration

## RATECARD

*Price List No. 9, valid from 01.01.2012*

## 2012

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**LAC/2011**



**Heinemann Verlag**  
Online with specialists.

### Portrait / Publisher

#### 1. Short Portrait:

*IT-Administrator* is the real life oriented magazine for professional system and network administrators. Beside up-to-date announcements about new products and services, close to reality product tests and technical background reports, the focus lies in particular on articles which actively support the administrator in his day to day work: Workshops, tips and tricks as well as reports about the use of a wide range of products in the real world.

In addition to the 12 regular issues per year, since 2008 *IT-Administrator* publishes two exclusive issues. They cover very detailed a certain topic which is of high relevance for the daily job of a network responsible. For example, one special issue in 2011 deals with Network Analysis and Troubleshooting.

The website at <http://www.it-administrator.de> has about 60.000 visitors monthly and provides with many tips & tools, workshops, software to download, as well as daily news for the systems and network responsible.

In October 2007, all *IT-Administrator* subscribers became members of the new Systems and Network User Group "ITANet". This user group offers for instance access to cost free live workshops or to IT-Administrator trainings at special conditions.

#### 2. Readership / Target Group:

System and Network Administrators,  
IT Administrators, Network Managers and Specialists,  
IT Directors/Managers, System Integrators  
and ICT Service Companies

- 3. Frequency:** 12 Issues per year + 2 Special Editions
- 4. Volume:** 9
- 5. Website:** <http://www.it-administrator.de>
- 6. Publisher:** Heinemann Verlag GmbH  
Leopoldstraße 85, D- 80802 Munich  
Tel.: +49 (0)89 4445408-0, Fax: +49 (0)89 4445408-99  
E-Mail: [info@heinemann-verlag.de](mailto:info@heinemann-verlag.de)
- 7. Editorial Staff:** John Pardey, Chief Editor  
Daniel Richey, Deputy Chief Editor  
Lars Nitsch, Editor  
Tel.: +49 (0)89 4445408-10, Fax: +49 (0)89 4445408-99  
E-Mail: [redaktion@it-administrator.de](mailto:redaktion@it-administrator.de)
- 8. Advertising:** Anne Kathrin Heinemann, Head of Advertising  
Tel.: +49 (0)89 4445408-20, Fax: +49 (0)89 4445408-99  
E-Mail: [kathrin@it-administrator.de](mailto:kathrin@it-administrator.de)
- 9. Print:** Konrad Triltsch Print und neue Medien GmbH
- 10. Purchase Price:** Annual subscription incl. shipping and 7% added value tax (VAT):  
National: € 135,- / International, Europe: € 150,-  
Copy price: € 12,60
- 11. ISSN-No.:** 1614-2888
- 12. Format:** 210 mm x 297 mm
- 13. Circulation:** 10.257 Copies (IWW III./2011)
- 14. Subscription:** 3.587 Subscriptions (+2,63%)  
+ 394 Other Sales + 25 Single Sales  
= 4.006 Sold Circulation in total IWW III./2011



### Readership Figures from LAC (Reader Analysis Computer Press) 2011

LAC/2011

The new survey of LAC showed that the coverage of the magazine increased to a number of 84.000 decision makers in the IT-sector over the last three years (more than twice as much as in the previous 2008 review).

#### 1. Number of Computer Workstations at Workplaces

##### of IT-Administrator Readers (Base= 84.000 IT Investment Decision Makers):

1-4 Workstations:	9%	(7.500)
5-19 Workstations:	18%	(15.000)
20-99 Workstations:	26%	(22.000)
100-499 Workstations:	25%	(21.000)
> 500 Workstations:	19%	(16.000)

#### 2. Job Functions\* of IT-Administrator Readers:

Executive Job Function	94%	(79.000)
Managing Director/Owner:	8%	(6.700)
Network Administrator/Network Engineer/ Systems Manager/Systems Administrator:	42%	(35.000)
IT Consultant/Trainer internal and external/Freelancer/ External Consultant:	21%	(17.500)
Database Manager/Database Administrator:	20%	(17.000)
IT Security Administrator/Representative for Privacy Protection:	20%	(17.000)

#### 3. Main Industries\* of IT-Administrator Readers:

Service Industry/Freelance Work/IT- and Telecommunication Consulting:	54%	(45.000)
Manufacturing Industry:	25%	(21.000)
Processing Trade:	24%	(20.000)
Retail and Wholesale Industry:	22%	(18.500)

Public Service:	12%	(10.000)
IT-Services, e.g. System Houses and Computing Centers:	9%	(7.500)
Assurances and Financial Institutions:	2%	(1.700)

#### 4. Participation in Investment Decisions\* of IT-Administrator Readers:

**50%** of IT-Administrator readers **make the final decision** what to buy (Producer, Products, Brands, Services) in their company.

**47%** of IT-Administrator readers **make the final decision** where to buy (Locations, Providers, Service Houses) in their company.

**37%** of IT-Administrator readers **authorize the investment/budget in their company.**

**86%** of IT-Administrator readers **participate in the investment decision** of their company on **Network Software, System Software and Data Management Products.**

**86%** IT-Administrator readers **participate in the investment decision** of their company on **PCs, Mobile PCs, Telecommunication Products and Servers.**

#### 5. Investment Volume of IT-Administrator Readers:

5.000 - 25.000 EUR	15%	(12.500)
25.000 - 125.000 EUR	33%	(28.000)
125.000 - 500.000 EUR	18%	(15.000)
> 500.000 EUR	13%	(11.000)

\*double entries are possible.

### Readers' Survey Results of May 2010

426 participants, 362 of them subscribers.

Basis for projections: 3.100 subscribers in May 2010 (IWW-figures Q1/2010)

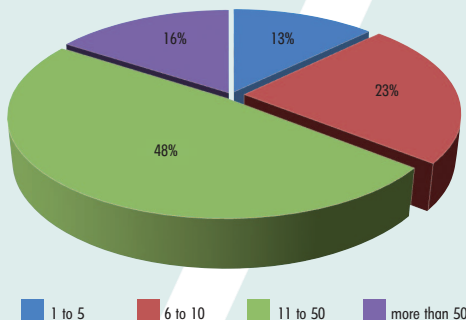
#### Reading behaviour:

85% of IT-Administrator subscribers read 8-12 issues per year.

80% of our subscribers read at least "many" or even "all articles" of every rubric (tests, workshops, news and know-how).

#### Area of responsibility Windows Servers:

How many Windows Server do you take care of personally?



#### Area of responsibility Terminal Servers:

44% take care of 1-5 Windows Terminal Servers

15% take care of 6-10 Windows Terminal Servers

14% take care of more than 11 Windows Terminal Servers

#### Area of responsibility further servers:

78% take care of at least one MS Exchange Server

46% take care of at least one MS Sharepoint Server

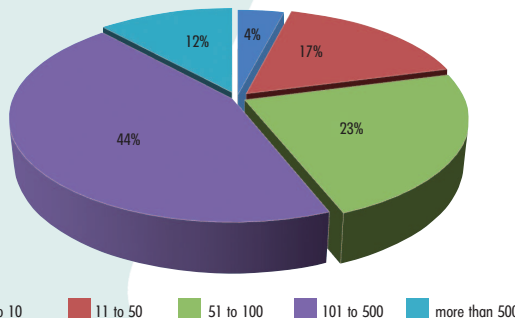
63% take care of at least one Linux / Unix Server

58% take care of at least one ESX/vSphere Server and 27% take care of at least one XenServer

51% take care of at least one Storage Server

#### Area of responsibility Windows Clients:

How many Windows Clients do you take care of personally?



Our subscribers look after a total of about 640.000 Windows Clients.

In addition, IT-Administrator subscribers look after a total of about 36.000 VoIP-equipment, about 215.000 printers / copiers, about 50.000 routers and 90.000 switches.

### Editorial Calendar / Closing Dates 2012

Issue	Main Focus	Editorial Deadline	Closing Date	Material Deadline	Date of Publication
01/12	Client Management	02.11.2011	12.12.2011	19.12.2011	05.01.2012
02/12	Monitoring	28.11.2011	12.01.2012	19.01.2012	02.02.2012
03/12	Network Management	27.12.2011	06.02.2012	13.02.2012	28.02.2012
Special Edition I/2012	Exchange 2010 - Migration, Operation and Troubleshooting		27.02.2012	07.03.2012	30.03.2012 <small>CeBIT Hanover, 06.-10.03.2012</small>
04/12	Backup & Availability	31.01.2012	09.03.2012	16.03.2012	30.03.2012
05/12	Desktop Virtualisation	24.02.2012	04.04.2012	13.04.2012	27.04.2012
06/12	SAN Management	22.03.2012	04.05.2012	11.05.2012	29.05.2012
07/12	Endpoint & Mobile Security	20.04.2012	06.06.2012	14.06.2012	28.06.2012
08/12	Infrastructure & Inventory	29.05.2012	09.07.2012	16.07.2012	30.07.2012
09/12	Collaboration & Unified Communications	28.06.2012	08.08.2012	16.08.2012	30.08.2012
10/12	Server Security	30.07.2012	07.09.2012	14.09.2012	28.09.2012 <small>it-sa Nuremberg, 16.-18.10.2012</small>
Special Edition II/2012	to be published		17.09.2012	25.09.2012	19.10.2012
11/12	Storage & Cloud	28.08.2012	08.10.2012	15.10.2012	29.10.2012
12/12	Server Based Computing	25.09.2012	08.11.2012	15.11.2012	29.11.2012

#### Circulation, Sold Circulation and Subscriptions:

Circulation: 10.257 Copies

Subscriptions: 3.587 Copies (+2,63%)

Other Sales: 394 Copies

Single Sales: 25 Copies

Sold Circulation in total: 4.006 Copies

IWW III/2011



You will get more information about the final content of every issue in the monthly **IT-Administrator MediaNewsletter** approximately 4 weeks before the closing date.

For registration:

<http://www.it-administrator.de/mediainfo/medienewsletter/us>

### Price list from 01.01.2012 / Payment Terms

- 1. Circulation:** 10.257 Copies (IVW III/2011)  
Specials: 5.000 Copies
- 2. Format:** Trim Size: 210 mm width x 297 mm length,  
Bleed Size: 216 mm width x 303 mm length,  
3 mm trim at the outer edges  
Type Area: 180 mm width x 267 mm length,  
3 columns each 56 mm
- 3. Printing and Binding Method:** 4c Offset Printing, Perfect Binding
- 4. Dates:** Frequency: 12 issues per year + 2 special editions  
Publication Date: at the beginning of the month
- 5. Publisher:** Heinemann Verlag GmbH,  
Leopoldstraße 85, 80802 München,  
<http://www.heinemann-verlag.de/us/>
- Advertising:** Anne Kathrin Heinemann, Director Advertising  
Tel.: +49 (0)89 4445408-20, Fax: +49 (0)89 4445408-99,  
E-Mail: [kathrin@it-administrator.de](mailto:kathrin@it-administrator.de)
- 6. Payment Terms:** Payment within 14 days after date of invoice only netto.  
Payment via bank collection authorization or within 5 days after date of invoice 2% discount. Payment within 10 days after date of order confirmation 3% discount.
- Bank Details:** Volksbank Raiffeisenbank Mangfalltal-Rosenheim,  
BLZ: 711 600 00, Account Nr.: 261 8150  
For payments from abroad:  
IBAN: DE 61 7116 0000 0002 6181 50 BIC: GENODEF1VRR

### 7. Ad Formats and Prices:

	Type Area	Trim Size	s/w-4c
1/1 Page	180 x 267 mm	210 x 297 mm	€ 3.490,-
Specials 1/1 Page	format like regular issue		€ 1.740,-
2/3 Page Vertical	118 x 255 mm	133 x 297 mm	€ 2.650,-
2/3 Page Horizontal	180 x 156 mm	210 x 176 mm	€ 2.650,-
Junior Page	118 x 169 mm	133 x 189 mm	€ 2.380,-
1/2 Page Vertical	90 x 255 mm	102 x 297 mm	€ 2.075,-
1/2 Page Horizontal	180 x 123 mm	210 x 143 mm	€ 2.075,-
Specials 1/2 Page	format like regular issue		€ 1.035,-
1/3 Page Vertical	56 x 255 mm	71 x 297 mm	€ 1.430,-
1/3 Page Horizontal	180 x 78 mm	210 x 98 mm	€ 1.430,-
1/4 Page Horizontal	180 x 55 mm	210 x 75 mm	€ 1.110,-
1/4 Page Squared	118 x 84 mm	133 x 104 mm	€ 1.110,-
1/8 Page Horizontal	180 x 30 mm	210 x 50 mm	€ 590,-
1/9 Page Squared	58 x 75 mm	-	€ 495,-
Cover Page	180 x 267 mm	210 x 297 mm	€ 4.000,-
2/1 Page	390 x 267 mm	420 x 297 mm	€ 6.600,-
Cover Double Page (Page 2/3)	390 x 267 mm	420 x 297 mm	€ 7.120,-
<b>Advertorials</b>			
1/1 Page	180 x 267 mm	210 x 297 mm	€ 2.210,-
2/1 Page	390 x 267 mm	420 x 297 mm	€ 3.536,-

Advertisements in trim size should be prepared with additional 3-5 mm trim on all edges which will be cut off in the printing process. Relevant elements like text and pictures should have at least a distance of 5 mm to the trim size edge.

### Section Advertisements / Ad Formats / Discounts

#### 8. Section Advertisements:

- a) **Job Offers:** on request
- b) **Seminar Advertisements:** Print and/or Online, formats and pricing on request

#### 9. Special Advertising Formats:

Isle Advertisements on request

#### 10. Discounts:

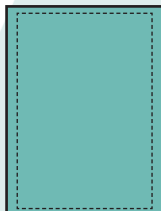
For purchase within 12 months

#### For advertisements:

3 ads onwards	5%	6 ads onwards	10%
9 ads onwards	12%	12 ads onwards	15%
15 ads onwards	17%	20 ads onwards	20%

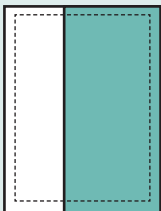
#### For 1/1 pages:

3 pages onwards	8%	6 pages onwards	12%
8 pages onwards	16%	12 pages onwards	20%
15 pages onwards	22%	20 pages onwards	25%



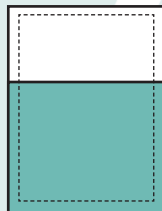
Type Area 180 x 267 mm  
Trim Size 210 x 297 mm

1/1 Page



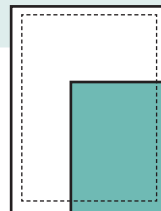
Type Area 118 x 255 mm  
Trim Size 133 x 297 mm

2/3 Page Vertical



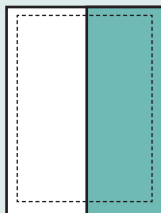
Type Area 180 x 156 mm  
Trim Size 210 x 176 mm

2/3 Page Horizontal



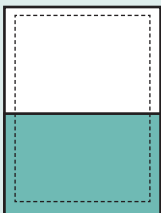
Type Area 118 x 169 mm  
Trim Size 133 x 189 mm

Junior Page



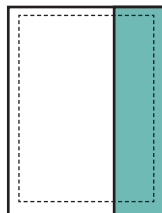
Type Area 90 x 255 mm  
Trim Size 102 x 297 mm

1/2 Page Vertical



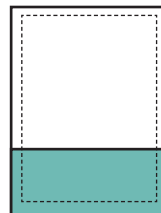
Type Area 180 x 123 mm  
Trim Size 210 x 143 mm

1/2 Page Horizontal



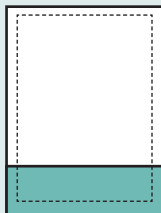
Type Area 56 x 255 mm  
Trim Size 71 x 297 mm

1/3 Page Vertical



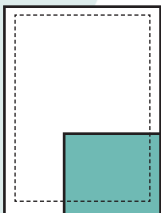
Type Area 180 x 78 mm  
Trim Size 210 x 98 mm

1/3 Page Horizontal



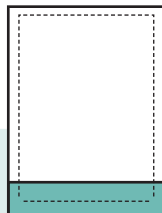
Type Area 180 x 55 mm  
Trim Size 210 x 75 mm

1/4 Page Horizontal



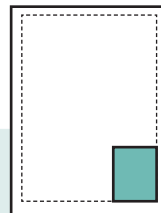
Type Area 118 x 84 mm  
Trim Size 133 x 104 mm

1/4 Page Squared



Type Area 180 x 30 mm  
Trim Size 210 x 50 mm

1/8 Page Horizontal



Type Area 58 x 75 mm

1/9 Page

### Ad Specials / Inserts / Tip-ons

#### 11. Bound Inserts: Printed materials fixed to the magazine (80-130g paper):

- 2 pages (1 sheet) € 245,- per 1.000
- 4 pages (2 sheets) € 390,- per 1.000
- 8 pages (4 sheets) € 500,- per 1.000
- Maximal format: 210 mm x 297 mm
- trim to the shaped edge 3 mm, head trim 5 mm,
- foot trim 3 mm, side trim 3 mm.
- Smaller formats only need 3 mm to the shaped edge.

Printing of bound inserts / for example 10.300 copies

- 2-pages € 590,-
- 4-pages € 990,-
- 8-pages € 1.790,-

#### 12. Loose Inserts: Printed material loosely inserted into the magazine:

- € 245,- per 1.000 up to 25g
- (every extra 5g each € 10,-), postage included.
- Maximum format: 195 mm width x 280 mm length
- A CD as supplement is possible too.

#### 13. Tip-ons:

- a. **Tip-On-Cards (e.g. post cards)** must go together with a basic advertisement (minimum format 1/2 page horizontal).  
Price: € 190,- per 1.000, postage up to 25g included.
- b. A **CD-ROM as Tip-On** must go together with a basic advertisement (minimum format 1/2 page horizontal). The delivery of the CD-ROM has to be in a firm paper envelope without glue dots.  
Price: € 220,- per 1.000, postage up to 50g included.

**Further special advertising formats like banderoles or half covers/flying pages are available at request.**

The minimum circulation of bound and loose inserts is 10.300 copies.  
The submission of an allying prototype is required for order acceptance and confirmation by the publisher, delivery deadline is the material deadline.

**We offer the cost-efficient print of your inserts or reprints of articles on request at any time.**

#### Address for Delivery of Supplements, Bound Inserts and Affixed Advertisement Material:

Konrad Triltsch Print und digitale Medien GmbH, IT-Administrator Issue Nr.,  
Johannes-Gutenberg-Str. 1-3, D-87199 Ochsenfurt-Hohestadt

Supplements need to be cohesive at one side at least. On delivery they have to be settled loose on a Euro stillage and secured with wrapping for transport.

### Online Advertising at [www.it-administrator.de](http://www.it-administrator.de)

**Page Impressions: approx. 170.000 per month**

**Visits: approx. 60.000 per month**

#### 1. Skyscraper 120 x 600 pixel or 160 x 600 pixel

All sites (apart from homepage) and theme sections bookable  
CPM € 50,- and € 60,- ; minimum purchase 4.000 page impressions

#### 2. Content Ad 300 x 250 pixel or 336 x 280 pixel

All sites and theme sections bookable, position on the middle of the page  
after the first 2-3 online news  
CPM € 75,- ; minimum purchase 3.000 page impressions

#### 3. Menu Ad 120 x 300 pixel

All sites and theme sections bookable, position directly below  
the menu on the left side  
CPM € 40,- ; minimum purchase 5.000 page impressions

#### 4. Fullsize Banner 468 x 60 pixel

All sites and theme sections bookable, position on the middle of the page  
after the first 2-3 online news (like Content Ad)  
CPM € 50,- ; minimum purchase 5.000 page impressions

#### 5. Sponsoring of Theme Sections

**Logo 150 X 50-70 pixel + 100-150 characters text**

Price per section and month € 400,- / per section and quarter € 900,-

#### 6. Sponsored Link all Sites (150.000 Page Impressions per Month)

Logo 100 X 30 pixel + 100 -150 characters text

Price per month € 300,-

#### 7. ITA-Ads (similar to Google Ads) with about 100.000 page impressions per month

Headline + up to 100 characters text + link

Price per month: € 260,-

#### 8. Text Link Ad in Weekly E-Mail-Newsletter

Headline + up to 350 characters text + link

Circulation: 4.500 subscribers

Price per ad: € 250,-

Example: <http://www.it-administrator.de/newsletter/>

#### Contact / Media Sales:

Anne Kathrin Heinemann, Head of Advertising

Tel.: +49 (0)89 4445408-20, Fax: +49 (0)89 4445408-99

E-Mail: [kathrin@it-administrator.de](mailto:kathrin@it-administrator.de)

### Event Sponsoring / Workshop Partnership

Since 2008 IT-Administrator Magazine Germany offers its subscribers the free participation at live workshops. These workshops take place six times a year and cover three topics. One topic is presented in two different cities.

#### As our workshop partner you will get the following package:

- › A 45 minutes presentation / lecture on both events
- › Your lecture and logo will be advertised 1-3 times – and usually also once in an editorial announcement of the event within the magazine
- › The whole workshop including your lecture will also be pronounced several times in E-Mail-Newsletter advertisements
- › Two of your own E-Mail-Newsletter text advertisements (350 characters) in the weekly IT-Administrator newsletter, each in the value of Euro 250,- - circulation of the newsletter is about 3.600
- › One 1/2 print advertisement 4c vertical or horizontal in an issue before or after the event
- › You will get the contact details of all participants (with their consent) afterwards

There are usually between 10 and 30 participants per workshop.

Our offer for a (topic-) workshop-partnership is: Euro 3.500,-.

If the workshop can take place once at your rooms / office and you take care of the catering (the workshops start at 1 pm and end at about 5.30 pm), we offer it to you for only Euro 2.900,-.

#### Schedule for 2012:

1. Virtualization, April - May 2012
2. Terminal Server, August - September 2012
3. Windows 8 Server, October - November 2012

#### Contact:

Anne Kathrin Heinemann

Tel.: +49 (0)89 4445408-20, Fax: +49 (0)89 4445408-99

E-Mail: [kathrin@it-administrator.de](mailto:kathrin@it-administrator.de)

### Print Data / Digital Data and Data Transfer

#### Contact:

Production Department *IT-Administrator*:

Lightrays - Andreas Skrzypnik

Tel: +49 (0)89 4445408-88

Fax: +49 (0)89 4445408-99

E-Mail: [dispo@it-administrator.de](mailto:dispo@it-administrator.de)

#### 1. Advertisement Data Formats:

- › In general, only High-End-PDF files are accepted. Please deliver them not separated and with fonts included.
- › Advertisement data which is not delivered as a High-End-PDF file but produced at a PC can be delivered as QuarkXPress up to version 8.0, Freehand up to version 10 (only Freehand-EPS), Illustrator up to CS4 and Photoshop up to CS4. However in such a case we cannot guarantee for the correctness of this advertisement data then.
- › For advertisement data produced at a MAC and not delivered as a High-End-PDF file we unfortunately have to charge a handling fee.

#### 2. Further Important Criteria:

- › Decorative colours (e.g. HKS, Pantone) as well as RGB cannot be applied. Please create in process colours CMYK according to Euroskala.
- › Photos / pictures should have 300dpi resolution and line pictures 1200 dpi resolution.
- › Picture data formats can only be accepted as Tiff, EPS or JPEG.

#### 3. Data Transfer:

Possible transfer ways are:

**a) by E-Mail to [dispo@it-administrator.de](mailto:dispo@it-administrator.de)**, maximum size 12 Mbytes

**b) by data medium:** CD-ROM or DVD to

Heinemann Verlag GmbH  
Leopoldstraße 85  
D- 80802 Munich