

MEDIA CATALOGUE

speicherguide.de - The Storage-Magazine, your professional specialized medium for storage, backup, IT infrastructure and data security

Our readers - your clients

The reader structure is made up of a healthy mix: About one third of our readers come from companies with more than 500 employees and from companies with 50 to 500 employees. About 50% of our readers are directly responsible for the IT infrastructure (incl. decision on budget & investment) in their companies.

We´re also pleased to send you individual offers. Please feel free to contact us.

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VISITOR / MONTH

32K-38K

NEWSLETTER (NL)

2xWeek

PAGE VIEWS / MONTH

ca. 45K

NL-SUBSCRIBERS

20.000+

MEDIA@SPEICHERGUIDE.DE

TOPICS 2021

SPECIALS

ONLINE-FOCUS



CW 5/2021
Online-Themed-Congress
**Backup & Recovery,
Data-Protection & Security**



24.03.2021
eMagazine
**Storage-Magazine 02/2020:
Backup for SMBs**



23.06.2021
eMagazine
**Storage-Magazin 03/2021:
Storage for SMBs**



20.01.2021



High Availability



17.02.2021

Flash-Technologies



17.03.2021



File- and Object-Storage



21.04.2021

Secondary-Storage



19.05.2021

All-Flash-Arrays*



16.06.2021



**Tape, Streamer
und Tape-Librarys***

*planned topic

Monthly focus: deep dive in to the topic (page 4)
Editorial deadline: always on the 2nd Wednesday of the month

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TOPICS 2021

SPECIALS

ONLINE-FOCUS



CW 37/2021

Online-Themed-Congress

Storage for Primary-Data, Performance, High Availability and high Workloads



29.09.2021
eMagazine

Storage-Magazine 04/2021: More Performance for Storage Systems



01.12.2021
eMagazine

Storage-Magazine 01/2022: Buyer`s Guide Storage 2022



21.07.2021

Data Center & IT-Security*



18.08.2021

Storage und Open-Source*



22.09.2021

Software-defined*



20.10.2021

Cloud-Storage & -Computing*



17.11.2021

Data- & Cyber Security*



15.12.2021

Trends & Technologies*

*planned topic

Monthly focus: deep dive in to the topic (page 4)
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Online-Focus

Advertising in the monthly Online-Focus

Monthly deep dive

In addition, we accompany the monthly online-focus with an exclusive Newsletter, always in the third week of the month. We will also discuss the topic in a broadcast during our speicherguide.de talk.

Advertorial, interview, newsletter-promotion and video interview are **only possible once per focus**, so save your place early.

Pricelist*

Advertorial	(designed by customer)	__ 1.990 Euro
Editorial/interview	(written by our editors)	__ 2.490 Euro
Video interview	(YouTube-Video, ca. 10-15min)	__ 2.990 Euro
Newsletter-promotion	(to ca. 20.000 subscribers)	__ 690 Euro
Skyscraper	(shared with max. 3 banner)	__ 590 Euro/Week

all offers included:
powered by logo with web link
on the overview page of the special (online, duration: 12 months)

* all prices plus VAT
Copy deadline:
always on the 2nd Wednesday of
the month.

VISITORS / MONTHLY

32K-38K

NEWSLETTER-SUBSCRIBERS

20.000+

MEDIA@SPEICHERGUIDE.DE

eMAGAZINES

Picelist

Advertorial [*] 1/1	(designed by customer)	__ 1.490 Euro
Advertorial 2/1	(designed by customer)	__ 2.490 Euro
Editorial/Interview	(written by our editors)	__ 2.990 Euro
2x Skyscraper	(160x600px, in editorial content)	__ 990 Euro
2x 1/2 A4-ads	(2-fold placed)	__ 1.290 Euro
2x 1/1 A4-ads	(cross, 2-fold placed)	__ 1.990 Euro
Provider directory**	(Logo, company description)	__ 590 Euro

all offers included:
 powered by logo with web link
 on the overview page of the special (online, duration: 12 months)
 ** Maximum 4 providers per issue

* all prices plus VAT.

DOWNLOADS PRO eMAG

up to 12.000



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Buyer`s Guide Storage



PACKAGE LIGHT

Online ✓ eMag ✓

- ✓ Logo-Darstellung
- ✓ Firmenbeschreibung (400 Zeichen)
- ✓ powered by-Logo mit Weblink auf der Übersichtsseite des Specials (online) (Laufzeit: 12 Monate)

590 Euro*

PACKAGE BUSINESS

Online ✓ eMag ✓

- ✓ 1/1-Anzeige im eMag
- ✓ powered by-Logo mit Weblink auf der Übersichtsseite des Specials (online) (Laufzeit: 12 Monate)

1.490 Euro*

PACKAGE PREMIUM

Online ✓ eMag ✓

- ✓ Advertorial von Ihnen konzipiert, 2 Seiten mit ca. 7.500 Zeichen plus Bildmaterial und Links
- ✓ powered by-Logo mit Weblink auf der Übersichtsseite des Specials (online) (Laufzeit: 12 Monate)

2.990 Euro*

PACKAGE PROFESSIONAL

Online ✓ eMag ✓

- ✓ Fachartikel oder Experten-Interview verfasst von Redakteuren von speicherguide.de
- ✓ powered by-Logo mit Weblink auf der Übersichtsseite des Specials (online) (Laufzeit: 12 Monate)

3.490 Euro*

* all prices plus VAT. Packages, while stocks last.

DOWNLOADS

up to 10.000+

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BANNER

Banner-advertising

Display ads have one focus: strengthening your brand through increased visibility. Benefit from our online and mobile reach in the German-speaking region (DACH).

Banner-Pricelist*

- Leaderboard — **2.800 Euro**/month
- Content — **3.990 Euro**/month
- Skyscraper — **1.990 Euro**/month (Shared-Modus with max. 3 Banner)
- Wallpaper — **4.500 Euro**/month
- Full-Banner — bookable via partners package only
- Half+-Banner — bookable via partners package only

* all prices plus VAT.

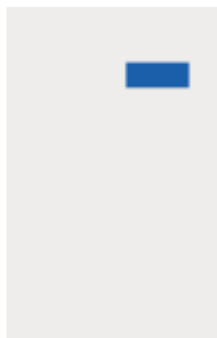
BANNER-FORMATS

FULL



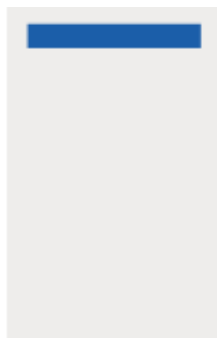
468 x 60 px
max. 35 KByte
(Partners only)

HALF+



234 x 120 px
max. 35 KByte
(Partners only)

LEADERBOARD



336 x 280 px
max. 40 KByte

CONTENT



728 x 90 px
max. 40 KByte

SKYSCRAPER



160 x 600 px
max. 40 KByte

WALLPAPER



728 x 90 px
and
160 x 600 px

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NEWSLETTER & LEAD-GENERATION

Lead-generation in editorial newsletter

We deliver the most important information into the inboxes of more than 20,000 IT pros twice a week.

Subscribers include small and medium-sized businesses of various industries as well as employees of large data centers, universities and public administrations.

You provide us with your downloadable content (e.g., case study, white paper, report) and our editors write a meaningful teaser for it.

Prices* for:

20 Leads	— 1.450 Euro
30 Leads	— 2.250 Euro
40 Leads	— 2.950 Euro

* all prices plus VAT.

incl. teaser + embedding of your content

One lead contains name, position, company, address, mail, phone, company size

Additional leads for an additional charge (65 Euro/lead*)

Prices for selections on request.

NEWSLETTER (NL)

2X WEEK

IEWS/NL

ca. 2.000

NL-SUBSCRIBERS

20.000+

Ø NL-OPENING RATE

8,9 - 14,7%

MEDIA@SPEICHERGUIDE.DE

NEWSLETTER-ADS

Advertising in editorial newsletter

Weekly - Wednesdays and Fridays - we send out our editorial newsletter to more than 20,000 qualified IT pros and system houses. Place an ad in our Newsletter and generate new potential customers.

Ideally, your ad will link to a specific landing page or downloadable content. Upon request, our editors will assist you in writing meaningful teasers.

Subscribers include small and medium-sized companies in various industries as well as employees of large data centers, universities and public administrations.

Price*: **__ 590 Euro**

* price plus VAT.

incl. embedding of your content Data delivery:

- Headline (max. 64 characters incl. spaces)
- 3-5 lines of text (max. 350 characters incl. spaces)
- Link to the content of your choice

NEWSLETTER (NL)

2X WOCHE

AVERAGE CLICK 2020

12,06

NL-SUBSCRIBERS

20.000+

BEST VALUE CLICK 2020

41

[MEDIA@SPEICHERGUIDE.DE](mailto:media@speicherguide.de)

CALENDAR

Event calendar: display your events

Every event organizer can participate in the **event calendar for free** within the thematic environment. To enter an event you only have to log in or register.

- Entry in the event calendar
- name of the event, place, date
- incl. link to the website of the event

On average, we receive around 3,000 visitors to the events section every month.

To highlight your entry and to **increase your visibility**, you can add your logo. Your event will also be mentioned as an event tip in one of our Friday newsletters.

Price* **__ 650 Euro**

To assist you, we have included the "Do's & Dont's" in detailed instructions on how to use the appointments section. summarized. [How to: Communicate appointments correctly](#)

* price plus VAT.

VISITORS IN THE CALENDAR SECTION / MONTHLY

ca. 3.000

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VIDEO-CONTENT

More visibility with interactive content

Together with you, we generate editorial content that attracts attention in the medium to long term. Strengthen your brand with social media campaigns and visual or audio elements.

We are actively at your side. In cooperation with a speicherguide.de editor, we put you and your services in the spotlight.

We publish and promote your video on our media (speicherguide.de, newsletter, Youtube, social media). You will receive a copy for full use.

Video-Interview (3-5 minutes)

- Incl. cut and a short text (approx. 1,000 characters) and
- Keywords for Youtube
- Publication on the Youtube channel of speicherguide.de
- Newsletter promotion (20K addresses)

Price:* **2.990 Euro**

The video consists speicherguide.de branding and is fully available for your.

* price plus VAT.

EXAMPLES

Interview



Kurzerklärung zu:
Datacore vFilo
Alexander Best, Datacore

speicherguide.de

Interview



Hochverfügbarkeits-Lösung mit Datacore und Qsan
Sven Meyerhofer, N-Tec

speicherguide.de

Interview



Anne Ingenhaag, Fujifilm
Technologie-Deep-Dive: Tape – aktuell und in Zukunft

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VIDEO- CASE STUDY

Before making an investment, customers are looking for proof that the purchase is worthwhile and that the business partner is trustworthy. **User reports have proven their worth** for years as evidence of a company's own reputation.

With our case study as video, we combine the proven user report in text form, with moving images and sound together. The presentation via video generates attention and offers you as a company a new opportunity to build trust.

We accompany you from the conception to the production to the finished film.

- The main component of the **case study as video** (2-3min) in which you summarize the project together with your customer, briefly but in detail. What was the challenge, what does the solution look like, which products were used, how satisfied is the customer.... **The teaser is branded in the look & feel of the client.** The teaser is at your free disposal.
- Creation of **case study** based on an (zoom) interview with you and your customer. From this, we write an article (2-3 pages) that is freely available to you as a PDF. The article also forms the basis for the user report per video and the roundtable discussion.
- Additional editorial service: **Roundtable discussion as video** together with representatives of the client and the customer. Including support and moderation by speicherguide.de.
The roundtable video explains the project exactly, more precisely and more detailed than the teaser does.

Publication on speicherguide.de, including an accompanying article (approx. 1,000 characters) as well as on our YouTube channel. The roundtable video is speicherguide.de branded, but at your free disposal.

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VIDEO-CASE STUDY

Services

- Conception and production of the articles and videos, including layouter, cameraman and professional editor.
- Briefing and interviews with all parties involved.
- Video shooting, if possible, at your customer's location in Germany.

Price:* **__ 12.150 Euro**

What we have to give:
We have the editorial expertise and can also perform ourselves. No agency can offer you that.

* price plus VAT..

Our offer is an all-inclusive price. This means that nothing more is added, no matter how long the video runtime is, no equipment rental, no travel expenses (within Germany).

EXAMPLE VIDEO-TEASER



ROUNDTABLE



VIDEO-CASE STUDY

Services

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- Briefing and interviews with all parties involved.
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EXAMPLE VIDEO-TEASER



ROUNDTABLE



DIGITAL CONGRESS ON DEMAND

speicherguide-campus.de, our learning & knowledge platform

Participation free of charge as a speaker

Our online themed-congresses are aimed at system administrators, IT managers and all professionals involved in storage, backup and infrastructures.

You are most welcome to participate. Requirement: You have something to offer to our participants. That means conveying knowledge, inspiring, providing food for thought. **Convince us of your presentation and be part of it.**

Important: There are no pure lectures with us, we look for the conversation with the experts. This means that in practice it will be a mixture of interview and moderated lecture.

- Our on-demand concept fulfills the participants desire to be independent of time and place.
- All presentations are pre-recorded, which prevents scheduling conflicts.
- The lecture slots are free of charge, so we cover a wide range of providers and opinions.

PLANNED CONGRESSES

CW 5/2021
BACKUP & RECOVERY,
DATA-PROTECTION &
SECURITY

CW 37/2021
STORAGE FOR PRIMARY-DATA,
PERFORMANCE,
HIGH AVAILABILITY
AND HIGH WORKLOADS

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speicherguide.de

Das Storage-Magazin

PREMIUM-PARTNERSHIP

The all-in-one carefree package
at speicherguide.de. More isn't possible!

Awareness & Banner

- **Full banner** shared (468x60, max. 30 KByte).
- **Half banner** shared (234x120, max. 30 KByte). In each case on all editorial pages (exclusively for partners only),
- Banners can be exchanged at any time during the runtime
- **Powered-by logo** in navigation bar on title (with link to weblink)
- Address with logo and link on our sponsor page & in the business
- directory Appointment entries automatically become **premium appointments with logo**

Newsletter-Ads

- **10x text ads** in the Wednesday or Friday newsletter (dispatch by arrangement) 350 characters plus headline and link
- Sent to approx. 20,000 subscribers (IT professionals) with focus on Storage & Datacenter. Instead of the text ad, lead generation can also be used. Leads will be charged, after consultation, additionally with 65,00 Euro plus VAT per lead.

Content/Knowledge/Editorial office

- Editorial preparation of all press releases (at the discretion of the editorial office)
- 1x **advertorial** online (will be delivered, our recommendation: 5-7k characters)
- 1x **interview**: Detailed interview with speicherguide.de editors
- For publication on speicherguide.de you will receive a **layouted offprint** as PDF (2 pages) for free use in your marketing and social media campaigns.
- **Premium partners are automatically also sponsors of all digital congresses on demand (page 15).**

Preferential price: 18,800 Euro plus VAT.

(payable net in quarterly installments or by agreement)

Duration: 12 months (entry possible at any time)

INCLUSIVE SPONSORING ALL
DIGITAL CONGRESSES ON DEMAND

MEDIA@SPEICHERGUIDE.DE

ON REQUEST

WEBINAR

Interactively communicate your specific know-how and your company's expertise to the readers of speicherguide.de. Demonstrate the benefits of your products in a webinar and receive qualified leads.

Price*: from 5,400 Euro

White-Paper-Download

Demonstrate the benefits of your products and expertise of your company with a white paper. You demonstrate your expertise and receive qualified leads. Price*: from 4,325 Euro

MICROSITE

We create your own microsite with exclusive content in the proven speicherguide.de look & feel. Price*: from 24,000 Euro

QUESTIONS? WE WILL BE HAPPY TO ASSIST YOU.

* All Prices plus VAT.

OUR ABSOLUTE TOP OFFER PREMIUM VIDEO REVIEWS

Four-part video series, completely produced by the speicherguide.de team produced and designed with you. Show a comprehensive user report (e.g. from conception, installation, operation and résumé), explain technologies and solution approaches as well as strategies with us - incl. eBook, at the all-in-one fixed price*: 55,555 Euro.

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