

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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IN KOOPERATION MIT
IT-DAILY.NET

NEWSLETTER (NL)

2xWeek

PAGE VIEWS / MONTH

ca. 55K-60K

NL-SUBSCRIBERS

15.000+

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TOPICS 2024

SPECIALS

ONLINE-FOCUS

17.01.2024

Trends & Technologies

21.02.2024

**Air gap and
immutable storage**

20.03.2023

**Buyers guide (Einkaufsführer)
Backup**

17.04.2024

**More performance for storage
systems**

15.05.2024

**Archiving: Sustainable and audit-
proof storage**

19.06.2024

Storage for SMBs

eMagazine
Storage-Magazin 02/2024:

eMagazine
Storage-Magazin 03/2024:

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Monthly Topic Online: focussing on a topic (see page 4)
Editorial deadline:
always on the 2nd Wednesday of the month

TOPICS 2024

SPECIALS

ONLINE-SCHWERPUNKTE



eMagazine

Storage-Magazin 01/2025:

17.07.2024

Storage infrastructures: modern, flexible and affordable

18.09.2024

Backup & Recovery, Data-Protection & Security

18.10.2024

Buyers guide (Einkaufsführer) Storage 2025

20.11.2024

Storing and managing large amounts of data

18.12.2024

Trends & technologies 2025

*planned topic

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Editorial deadline:

always on the 2nd Wednesday of the month

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)	<u>2.190 Euro</u>
Advertorial Plus	(written by our editors)	<u>2.590 Euro</u>
Video interview	(YouTube-Video, ca. 10-15min)	<u>3.590 Euro</u>
Newsletter-promotion	(to ca. 15.000 subscribers)	<u>790 Euro</u>
Skyscraper	(shared with max. 3 banner)	<u>690 Euro/Week</u>

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.

PAGEVIEWS / MONTHLY

55K-60K

NEWSLETTER-SUBSCRIBERS

15.000+

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eMAGAZINES

Pricelist

Advertorial [*] 1/1	(designed by customer)	— 1.590 Euro
Advertorial 2/1	(designed by customer)	— 2.590 Euro
Advertorial Plus	(written by our editors)	— 2.990 Euro
2x Skyscraper	(160x600px, in editorial content)	— 1.290 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)	— 690 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 13.000



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Buyer`s Guide Storage



PACKAGE Light

- ✓ Online
- ✓ eMag
- ✓ Logo representation
- ✓ Company description approx. 400 characters with social media links

690 Euro *

PACKAGE Business

- ✓ Online
- ✓ eMag
- ✓ 2x 1/1 advert in eMag
- ✓ A4 portrait format with weblink Placed 2 times

1.690 Euro *

PACKAGE Premium

- ✓ Online
- ✓ eMag
- ✓ Advertorial designed by designed by you, 2 pages with approx. 7,700 characters plus images and links

2.990 Euro *

PACKAGE Professional

- ✓ Online
- ✓ eMag
- ✓ Advertorial Pro z. e.g. specialised article or expert interview conceived and written by the sg editorial team together with you

3.590 Euro *

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

DOWNLOADS

up to 13.000+

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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*

Skyscraper (Shared-Modus, max. 3 Banner)	__ 690 Euro /month
Medium Rectangle	__ 690 Euro /month
Content AD	__ 690 Euro /month
Native Ad Startseite	__ 690 Euro /month
Native Ad Position 2	__ 590 Euro /month
Halfpage	__ bookable via partners package only
Medium Rectangle Sidebar	__ bookable via partners package only

* all prices plus VAT.

BANNER-FORMATS

SKYSCRAPER

MEDIUM RECTANGLE

CONTENT AD

NATIVE AD START

NATIVE AD POS 2

HALFPAGE

MEDIUM
RECTANGLE SIDEBAR

60 x 600 px
max. 40 KByte



300 x 250 px
max. 40 KByte



300 x 250 px
max. 40 KByte



15K Impression
per week



10K Impression
per week



300 x 600 px
max. 40 KByte
(Partners only)



300 x 250 px
max. 40 KByte
(Partners only)

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LEAD-GENERATION

Lead-generation in editorial newsletter

We deliver the most important information into the inboxes of more than 15,000 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 solution-oriented and downloadable content (e.g. user report, white paper, report). Our editors write a meaningful teaser text, the landing page for registration and retrieval. We advertise your campaign via our editorial newsletter and telemarketing measures until the agreed lead quantity is reached. We usually reach the number of leads you have booked within four to five weeks.

Prices* for:

Costs per lead **— 109 Euro**

* all prices plus VAT.

incl. teaser + embedding of your content

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

Prices for selections on request.

NEWSLETTER (NL)

2X WEEK

VIEWS/NL

ca. 2.000

NL-SUBSCRIBERS

15.000+

Ø NL-OPENING RATE

8,9 - 14,7%

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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*: **__ 690 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 2023

11-14%

NL-SUBSCRIBERS

15.000+

BEST VALUE CLICK 2024

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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 (15K subscribers)

Price:* **3.190 Euro**

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

* price plus VAT.

EXAMPLES



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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.

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).

* price plus VAT..

EXAMPLE VIDEO-TEASER

ROUNDTABLE



Roundtable

Itiso & Studio Hamburg

**Skalierbare Storage-Infrastruktur
und neues Datenmanagement**

speicherguide.de



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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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Das Storage-Magazin

PREMIUM-PARTNERSHIP

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

Awareness & Banner

- **Halfpage banner** shared (300x600, max. 40 KByte).
- **Rectangle banner** shared (234x120, max. 40 KByte). In each case on all editorial pages (exclusively for partners only),
- Banners can be exchanged at any time during the runtime
- Entry in the provider directory of our eMagazines

Newsletter-Ads

- **10x text ads** in the Wednesday or Friday newsletter (dispatch by arrangement) 350 characters plus headline and link
- Sent to approx. 15,000 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 109,00 Euro plus VAT per lead.

Content/Knowledge/Editorial office

- 1x **advertorial** or advertisement in each eMagazine (will be delivered) alternatively online-advertorial on speicherguide.de
- 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: **22,200 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

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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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