

# 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.**

Your contact persons:



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NL-SUBSCRIBERS

**15.000+**

NEWSLETTER (NL)

**2xWeek**

PAGE VIEWS / MONTH

**ca. 55K-60K**

[MEDIA@SPEICHERGUIDE.DE](mailto:MEDIA@SPEICHERGUIDE.DE)

# TOPICS 2025

SPECIALS

ONLINE-FOCUS

15.01.2025

**Trends & Technologies**

19.02.2025

**Air gap, Offsite-Backup and immutable storage**

19.03.2025

**Backup for SMBs**

16.04.2025

**Storage & KI**

21.05.2025

**Ransomware**

18.06.2025

**Storage for SMBs**



eMagazine  
Storage-Magazin 02/2025:



eMagazine  
Storage-Magazin 03/2025:

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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 2025

SPECIALS

ONLINE-FOCUS

16.07.2025

**Virtualisation &  
hypervisor alternatives**

17.09.2025

**Data-Protection & IT-Security**

15.10.2025

**Storing and managing large  
amounts of data**

19.11.2025

**Buyers guide (Einkaufsführer)  
Storage 2026**

18.12.2025

**Trends & Technologies 2026**



eMagazine  
**Storage-Magazin 01/2026:**

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Monthly Topic Online: focussing on a topic (see page 4)  
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)	<b>__ 2.190 Euro</b>
Advertorial Plus	(written by our editors)	<b>__ 2.590 Euro</b>
Video interview	(YouTube-Video, ca. 10-15min)	<b>__ 3.590 Euro</b>
Newsletter-ad	(to ca. 15.000 subscribers)	<b>__ 790 Euro</b>
Skyscraper	(shared with max. 3 banner)	<b>__ 690 Euro/Week</b>

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 <sup>*</sup> 1/1	(designed by customer, ca. 2,500 characters + headline/teaser <sup>**</sup> )	__ 1.590 Euro
Advertorial 2/1	(designed by customer, ca. 5,500 characters + headline/teaser <sup>**</sup> )	__ 2.590 Euro
Advertorial Plus	(conceived and written by the editorial team together with you)	__ 2.990 Euro
2x Skyscraper	(160x600px, in editorial content)	__ 1.290 Euro
2x 1/2 A4-ads	(2-fold placed)	__ 1.590 Euro
2x 1/1 A4-ads	(cross, 2-fold placed)	__ 1.990 Euro
Provider directory	(Logo, company description)	__ 690 Euro

\*\* Headline: 65 characters, Teaser: ca. 330 characters

\* all prices plus VAT.

DOWNLOADS PRO eMAG

up to **16.000** (03/24)

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# Buyer`s Guide Storage



<p><b>PACKAGE Light</b></p> <ul style="list-style-type: none"> <li>Online</li> <li>eMag</li> <li>Logo representation</li> <li>Company description approx. 400 characters with social media links</li> </ul> <p>690 Euro *</p>	<p><b>PACKAGE Business</b></p> <ul style="list-style-type: none"> <li>Online</li> <li>eMag</li> <li>2x 1/1 advert in eMag</li> <li>A4 portrait format with weblink Placed 2 times</li> </ul> <p>1.690 Euro *</p>	<p><b>PACKAGE Premium</b></p> <ul style="list-style-type: none"> <li>Online</li> <li>eMag</li> <li>Advertorial designed by designed by you, 2 pages with approx. 7,700 characters plus images and links</li> </ul> <p>2.990 Euro *</p>	<p><b>PACKAGE Professional</b></p> <ul style="list-style-type: none"> <li>Online</li> <li>eMag</li> <li>Advertorial Pro z. e.g. specialised article or expert interview conceived and written by the sg editorial team together with you</li> </ul> <p>3.590 Euro *</p>
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\* all prices plus VAT. Packages, while stocks last.

DOWNLOADS

# up to 13.000+

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# BANNER

## Banner-advertising

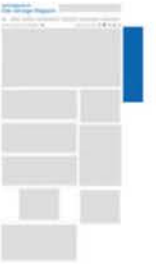
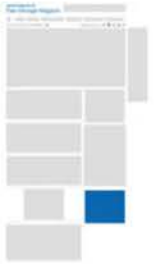
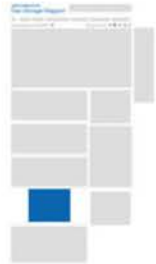

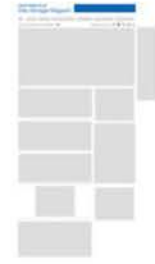


Display ads have one focus: strengthening your brand through increased visibility. Benefit from our online and mobile reach in the German-speaking region (DACH).

## Banner-Pricelist \*

Skyscraper (Shared-Modus, max. 3 Banner)	— <b>690 Euro/month</b>
Medium Rectangle	— <b>690 Euro/month</b>
Content Ad	— <b>690 Euro/month</b>
Leaderboard	— <b>690 Euro/month</b>
Halfpage	— coming soon
Fullbanner	— bookable via partners package only
Medium Rectangle Sidebar (Half+)	— bookable via partners package only

\* all prices plus VAT.

## BANNER-FORMATS

SKYSCRAPER	MEDIUM RECTANGLE	CONTENT AD	LEADERBOARD	FULLBANNER	MEDIUM RECTANGLE SIDEBAR	HALFPAGE
						
160 x 600 px max. 40 KByte	300 x 250 px max. 40 KByte	300 x 250 px max. 40 KByte	728 x 90 px max. 40 KByte	468x 68 px max. 40 KByte (Partners only)	300 x 250 px max. 40 KByte (Partners only)	300 x 600 px max. 40 KByte coming soon

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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+**

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 2024

**11-14%**

NL-SUBSCRIBERS

**15.000+**

BEST VALUE CLICK 2024

**132**

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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:\* **\_\_ 3.590 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.

\* 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



### Roundtable

Itiso & Studio Hamburg

Skalierbare Storage-Infrastruktur  
und neues Datenmanagement

speicherguide.de



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## PREMIUM-PARTNERSHIP

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

### Awareness & Banner

- **Fullbanner** shared (468x60, max. 40 KByte).
- **Rectangle banner** shared (300x250, 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.
- 2x **video interview (3-5 minutes)**

**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** (MORE SOON)

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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 5,500 Euro (incl. 20 Leads)

### **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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# CONTACTS

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