

# Media Information

No. 24  
2012

Trade Magazine for  
IT ■ Network ■ Infrastructure

Print  
Online  
Events  
Newsletter  
Webcast



ITP VERLAG

LAC/2011



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## LANline – The magazine for networks, data and telecommunication

**The sections** **Market:** Discusses important network market news. LANline editors comment upon announcement relevance as well as manufacturer and provider activity. Competent editorial comments and accurate trend assessments provide readers with a substantiated insight into the network market. Reports from relevant events such as trade shows and congresses round off the market section.

**Products and Services:** Product and services news, detailed product evaluations, extensive comparisons and detailed product reviews provide the reader with all relevant information. LANline editors make great efforts to verify product performance in their own test environment, and to judge product real life viability.

**Technology:** Up-to-date technical knowledge, new standards, and background expertise. Readers will find everything to stay ahead of the pack in technical know-how.

**Feature Topics** Every LANline issue carries two network and/or telecommunication feature topics. Background articles, specialist in-depth contributions, up-to-date reviews, and detailed product research provide readers with all the information they need for their daily work. Market surveys based upon editors' research contain detailed information on relevant products and services and support readers in product selection and decision making.

**LANline Readers** Our readers are technical decisions makers, IT managers, systems and network administrators, telecom and cabling specialists, consultants, IT executives, and IT trainers usually responsible for or involved in IT product selection.

**Characteristics** Computer networks, data, and telecommunication systems specialists will find that LANline is “their” magazine. The publication provides its readers with competent support for the selection, integration, and management of LAN, MAN, WAN, storage, Internet, and telecommunication technologies.

**Publisher** Klaus-Dieter Jägle

**Volume and year:** Volume 22, 2010

**Web-Address (URL)** www.lanline.de

**Frecuency** Monthly, 12 issues

**ISSN-No.:** 0942-4172

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**Circulation audit** IVW  
Informationsgemeinschaft zur Feststellung  
der Verbreitung von Werbeträgern e. V.




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**Print run** 43,441

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**Distributed circulation** 42,474

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**Copies paid** 3,274  
– subscriptions 2,471  
– sales per copy –  
– other sales 776

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**Controlled circulation:** 39,227

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<b>Subscription rates:</b>	Annual subscription	Postage included
	Germany	€ 99.60
	Abroad	€ 111.60
	Copy price	€ 9.00

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**LAC/2011**

Leseranalyse Computerpresse  
LAC/2011

## LANline Readership is Ready for Investment

- 94,000 professional ITC-decision makers are reader of LANline
- LANline reader with above-average competence for ITC decisions
- LANline readership with big investment budgets for ITC

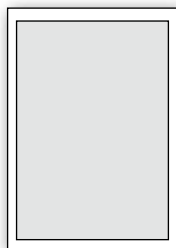
Planned Investments in ITC within next 12 Month	% of Readership	Projection Reader
up to 10,000 Euro	16	15,000
10,000 to 50,000 Euro	30	28,000
50,000 to 250,000 Euro	19	18,000
250,000 to 1 Million Euro	12	11,000
more than 1 Million Euro	9	9,000

Planned Investments in Products within next 12 Month	Share and probably	
	% of Readership	Projection Reader
PCs, Workstations	97	91,000
Portables, Mobile PCs, Mobile Communications	96	90,000
Server	92	86,000
Network Components	93	88,000
Printer/MFP	93	88,000
Telecommunication Products	78	73,000
Security Solutions	87	81,000
Network Management Software and -Tools	83	78,000
Backup/Restore/Disaster Recovery	77	72,000
IT Service Management (e.g. ITIL)	49	46,000
Virtualization (Server, Storage, Desktop)	64	60,000
External Services (Backup, Hosting, SLA, Cloud, Training...)	90	84,000

<b>Size of publication</b>	210 mm × 297 mm (with × depth), DIN A4 untrimmed size 216 mm × 303 mm (with × depth)
<b>Type area</b>	188 mm × 270 mm (with × depth) 4 columns, with of column 44 mm
<b>Printing process</b>	Rotary offset, perfect binding, digital produced. Delivery of digital ad data via ISDN or data carrier. For further information see Transfer of Digital Ad Data on page 10. Reproduction costs for other artwork will be charged.
<b>Dates</b>	see editorial programme page 8 - 11
<b>Publishing house</b>	ITP VERLAG GmbH
<b>Address</b>	Kolpingstrasse 26, 86916 Kaufering Phone: +49 8191 9649-0 Fax: +49 8191 70661
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<b>Terms of payment</b>	Rate Card
<b>Bank account</b>	VR-Bank Landsberg, BLZ 700 932 00, Account no. 879 665 IBAN DE 9670 0932 0000 0087 9665, SWIFT GENODEF1STH Switzerland bank account: PostFinance, Account no. 40-476215-5 IBAN CH 1509 0000 0040 4762 155, SWIFT POFICHBE

## Advertisement sizes and basic rates (in €):

Size	with × dept in mm		bw	4c
1/1 page	188 × 270		5,400	8,100
2/3 page	188 × 178	125 × 270	3,600	5,400
Junior Page	140 × 190		3,520	5,400
1/2 page	188 × 133	92 × 270	2,700	4,050
1/3 page	188 × 88	60 × 270	1,800	2,700
1/4 page	188 × 65	92 × 133    44 × 270	1,350	2,025
1/8 page	188 × 32	92 × 65    44 × 133	675	641
<b>Cover positions</b>	inside front cover, back cover			€ 8,910
<b>Surcharges</b>	discounts possible			
<b>Colour</b>	according to European scale, other colours charged as special colours. Metallic and phosphorescent colours on request.			
<b>Surcharges for special positions</b>	prescribed position (1/4 page and more)			10 %
<b>Bleed surcharge</b>	no surcharges for ads exceeding type are			
<b>Special ads</b>	Seminar-Guide, IT Service Guide on request			
<b>Discounts</b>	for insertions within 12 months			
	<b>Frequency discount</b>		<b>or Volume discount</b>	
	for 4 adds	5 %	for 3 adds	10 %
	for 6 adds	10 %	for 5 adds	15 %
	for 9 adds	15 %	for 8 adds	20 %
	for 12 adds	20 %	for 12 adds	25 %
	for 15 adds	25 %	for 15 adds	30 %
<b>Affixed inserts</b>	1 sheets = 2 pages, 80-134 gsm 2 sheets = 4 pages, 80-134 gsm other sizes or weight on request discount possible			€ 7,250 € 9,990
<b>Loose inserts</b>	up to 25 g, per 1,000 copies other sizes or weights on request no discount			€ 170

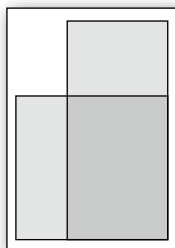


### 1/1 page

188 × 270 mm

b/w € 5,400

4c € 8,100

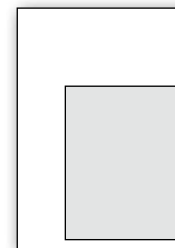


### 2/3 page

125 × 270 mm  
188 × 178 mm

b/w € 3,600

4c € 5,400

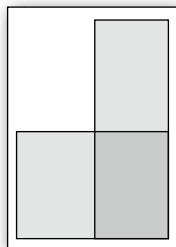


### Junior page

140 × 190 mm

b/w € 3,520

4c € 5,400

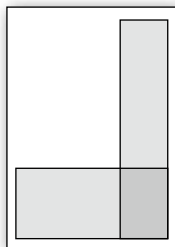


### 1/2 page

92 × 270 mm  
188 × 133 mm

b/w € 2,700

4c € 4,050

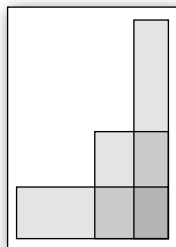


### 1/3 page

60 × 270 mm  
188 × 88 mm

b/w € 1,800

4c € 2,700

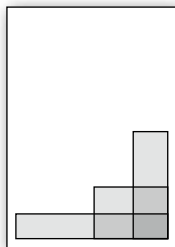


### 1/4 page

92 × 133 mm  
188 × 65 mm  
44 × 270 mm

b/w € 1,350

4c € 2,025



### 1/8 page

92 × 65 mm  
188 × 32 mm  
44 × 133 mm

b/w € 675

4c € 1,022

Colours according to European scale

**Bleed formats:**

Size	with × depth
1/1 page	210 × 297 mm
2/3 page	135 × 297 mm or 210 × 195 mm
Junior Page	151 × 205 mm
1/2 page	103 × 297 mm or 210 × 150 mm
1/3 page	71 × 297 mm or 210 × 105 mm
1/4 page	55 × 297 mm or 210 × 82 mm

Please add 3 mm to each side for trim

<b>Digital and data delivery</b>	Prior to digital advertisement delivery the advertising department must receive an official Advertisement Order. General advertising copy deadlines apply. In order to check advertisements received, a full size printout or – for colour advertisements – a contract proof or press proof are required.	<b>Proof</b>	Digitally produced proofs must contain the FOGRA media wedge (available to order from <a href="http://www.fogra.org">www.fogra.org</a> ) to allow colour proofs. Proofs must display an officially recognized print control strip.
<b>Delivery address</b>	ITP VERLAG GmbH Kolpingstrasse 26 86916 Kaufering Germany	<b>Advertisement delivery</b>	e-mail: <a href="mailto:brigitte.wildmann@itp-verlag.de">brigitte.wildmann@itp-verlag.de</a>
<b>Data formats</b>	We recommend artwork delivery in PDF/X-3 standard format. Otherwise please supply unseparated files in EPS or TIFF format. Open data (e.g. InDesign, Quark XPress etc.) should be avoided. The file must be ready for print, i.e. all the fonts must be embedded. The resolution of continuous tone images must be at least 300 dpi and line art 600 dpi.	<b>Data carriers</b>	We recommend delivery on CD-ROM or DVD
<b>Colour space</b>	All magazines are printed using standardized offset and Cyan, Magenta, Yellow and Black (CMYK) process colours on web or sheetfed presses. Special colours are available on request. Please refer to the standard ECI offset profiles (order the free “ECI_Offset_2007” package from <a href="http://www.eci.org">www.eci.org</a> ) when converting and checking the colour space (ICC Color Management). The “eciRGB_v2.icc” (RGB colour space) and “ISOcoated_v2_eci.icc” (CMYK colour space) profiles should be used.	<b>Data archiving</b>	All data are archived. Therefore repeats without changes are usually possible. However, no guarantee is given with respect to the data.
		<b>Guarantee/ Additional costs</b>	In the case of delivery or incomplete or incorrect data (text, colours, illustrations), we accept no liability for the printed result. Faulty output due to incomplete or faulty files, incorrect settings or incomplete instructions will be charged for, as will additional setting or repro and the production of missing proofs.

Trade Show	Issue Number	Major Topic with Market survey	Date of Publication	Advertisement Closing Date	Editorial Closing Date	
LANline Tech Forum: Verkabelung – Netze – Infrastruktur München, 31. 1 – 1. 2.	2	<b>Cabling</b> Cabling Systems and Components, Copper and Fiber Technology, Racks, Cable Testers, Cabling Service Providers, Inhouse Connectivity, Patch Panels, Cabling Management, Media Converters	31. 1. 2012	9. 1. 2012	6. 12. 2011	
		<b>Market survey: Cabling Management Systems</b>				<b>Cloud Security</b> Security as a Service, Cloud-Based Security Software, Encryption, Security Management, Private Cloud Technology
CeBIT 6. – 10. 3.	3	<b>Cloud Computing and Virtualization</b> Infrastructure as a Service/ IaaS, Platform as a Service/ PaaS, Software as a Service/ SaaS, IT as a Service/ ITaaS, Cloud Providers, Server Virtualization, Storage Virtualization, Automated Provisioning, Infrastructure Services, Outsourcing, Managed Services, Hosted Services, External Data Centers, Data Center as a Service, Storage as a Service, Private Cloud, Public Cloud, Hybrid Cloud	29. 2. 2012	9. 2. 2012	29. 12. 2011	
		<b>Market survey: IaaS Service Providers</b>				<b>Resilience and High Availability</b> Disaster Recovery, Redundancy, Clusters, Fail-over Systems, RAID, Hot-Swap Systems, Backup Data Centers, Energy Efficiency, Load Balancing, SATA, Server Configuration
Light + Building 15. – 20. 4. HMI 23. – 27. 4.	4	<b>Cabling and Building Equipment</b> Cabling, CAFM, Access Control, Surveillance Equipment, Network Cameras, Video Surveillance, Physical Security, Inhouse Connectivity, Air Conditioning, Disaster Control, Power over Ethernet, HVACR, Bacnet, IP-based Measurement and Control Systems, M2M Solutions, Z-Wave	30. 3. 2012	12. 3. 2012	2. 2. 2012	
		<b>Market survey: Network Cameras</b>				<b>Energy-Efficient Data Center</b> Equipment, UPS, Planning Tools, Raised Floor Technology, Cool Aisle/ Hot Aisle Equipment, Sensors, Rack Systems, Hot Spot Cooling
Drupa 3. 5 – 16. 5.	5	<b>Centralized IT</b> Virtualization, Virtual Desktops, VDI, Server-Based Computing, Serverless Branch, Citrix, VMware, Cloud Data Center, Mobile Computing, Thin Clients, Zero Clients, Mobile Clients, Desktop as a Service, DaaS, Branch Office Connectivity, Metro Ethernet	30. 4. 2012	5. 4. 2012	3. 3. 2012	
		<b>Market survey: WAN Accelerators</b>				<b>Structured Cabling in IT and Industry</b> Cabling Systems, Copper and Fiber Technology, Media Converters, Patch Panels, Patch Management, Approval Testing, Cable Trays, Hybrid Cabling (Power and Data), Power over Ethernet, Standardization
		<b>Special Feature Network Printing with Market Survey Network Printers</b>				<b>Market survey: Industrial-Grade Switches</b>

Trade Show	Issue Number	Major Topic with Market survey	Date of Publication	Advertisement Closing Date	Editorial Closing Date
	<b>6</b>	<p><b>Data Center Power and Air Conditioning</b> Energy Efficiency, Cooling Equipment, UPS, Planning Tools, Raised Floor Technology, Cool Aisle/Hot Aisle Equipment, Sensors, Rack Systems, Hot Spot Cooling</p> <p><b>Market survey: Rack Systems</b></p>	30. 5. 2012	8. 5. 2012	4. 4. 2012
		<p><b>Archiving and Backup</b> Long-Time Archival Storage, E-Mail Archiving, Disaster Recovery, Information Lifecycle Management, Tape Drives, Backup Software, Libraries, Optical Storage, HSM</p> <p><b>Market survey: Disaster Recovery Solutions</b></p>			
LANline Tech Forum: Verkabelung – Netze – Infrastruktur Köln, 26. – 27. 6.	<b>7</b>	<p><b>Network Security</b> Content Security, Intrusion Detection, Anti-Virus Software, Anti-Spam, Web Security, Firewalls, Biometrics, VPNs, Authentication, Forensics, Security Service Providers, Wireless Security</p> <p><b>Market survey: UTM Solutions</b></p>	29. 6. 2012	6. 6. 2012	4. 5. 2012
		<p><b>Wireless Technology for IT and Industry</b> WiFi, 802.11n, WLAN Controllers/Switching, WLAN Management, Wireless Security, WLAN Measurement, WLAN Cards, Antennae, Point-to-Point Radio, Wimax, Bluetooth, WLAN Service Providers, Hotspots, Billing, Mobile Data Collection, Real-Time Location Data</p> <p><b>Market survey: WLAN Access Points</b></p>			
	<b>8</b>	<p><b>SPECIAL Cabling and Data Center Equipment</b> Cabling Systems and Components, Media Converters, Copper and Fiber Technology, Rack Systems, Cable Testers, Cabling Service Providers, Patch Panels, Cabling Management Systems, UPSs, KVM Switches, EMC, Infrastructure Management Systems, Power Supply, Energy Efficiency, Air Conditioning, Physical Security, Fire and Flood Protection</p> <p><b>Market survey: Cabling Service Providers</b></p>	30. 7. 2012	10. 7. 2012	26. 5. 2012
	<b>9</b>	<p><b>Mobile Computing</b> RAS Management, Authentication, Encryption, Mobile Computing, Remote Control, IPSec/SSL VPNs, DSL Routers, Smartphones, Mobile Devices, App Solutions, UMTS, 3G/4G, WLAN, Mobile Security</p> <p><b>Market survey: Remote Control Solutions</b></p>	30. 8. 2012	10. 8. 2012	3. 7. 2012
		<p><b>Network Analysis and Monitoring</b> Measurement Technology for LAN, WAN, SAN, WLAN, Protocol Analyzers, Probes, Network Monitoring, Performance Monitoring, Troubleshooting, Cable Testers, Network Documentation, Expert Systems, Forensics</p> <p><b>Market survey: Monitoring Tools/Protocol Analyzers</b></p>			
IT-SA 16. – 18. 10. Security 25. – 28. 10. IT&Business 23. – 25. 10.	<b>10</b>	<p><b>Security and Remote Access</b> Remote Access Management, Authentication, Encryption, Mobile Computing, Remote Control, IPSec/SSL VPNs, DSL Routers, Smartphones, Mobile Devices</p> <p><b>Market survey: Anti-Virus and Anti-Spam Software</b></p>	28. 9. 2012	7. 9. 2012	3. 8. 2012
		<p><b>Data Center Equipment</b> Rack Systems, UPSs, Infrastructure Management Systems, Cable Management, Power Supplies, HVAC, KVM Switches, Physical Security, Access Control, Media Converters, Fire Protection, Flood Protection, EMC</p> <p><b>Market survey: KVM Solutions</b></p>			

Trade Show	Issue Number	Major Topic with Market survey		Date of Publication	Advertisement Closing Date	Editorial Closing Date
SNW Europe 30. - 31. 10.	<b>11</b>	<b>Servers, Storage, Virtualization</b> Energy Efficiency, 64-Bit Servers, Server Virtualization, Server Blades, HA, Server Management, Clustering, Hot-Swap Systems, Storage Virtualization, NAS, SAN, Fibre Channel, iSCSI, Storage Management, RAID, Optical Storage, Tape Libraries, Jukeboxes, Streamers, Hard Drives <b>Market survey: NAS Systems</b>	<b>Desktop Virtualization</b> Virtual Desktop Infrastructure, Server-based Computing, Terminal Services, Client Virtualization, Application Publishing, Application Streaming, Access Infrastructure, Thin Clients, Ressource Centralization <b>Market survey: Thin Clients</b>	29. 10. 2012	9. 10. 2012	24. 8. 2012
SPS/IPC/ Drives 27. - 29. 11.	<b>12</b>	<b>Industrial Networking</b> Industrial Ethernet, Industrial Network Security, IP Interfaces, Industrial Grade PCs, Switches, Routers, Connectors, WLAN, Embedded Linux, Field Bus Systems, Cabling Systems and Components, Copper and Fiber Technology, Racks, Cabling Test Equipment, Cabling Service Providers <b>Market survey: Industrial-Grade Copper and Fiber Connectors</b>	<b>Branch Office Connectivity</b> Routers, VPNs, DSL and Broadband Internet, Carrier Services, WAN Acceleration, Branch-Office Solutions, VoIP Solutions, Video Conferencing, Cloud Solutions, Firewalls and UTM Solutions, WLAN <b>Market survey: VPN Solutions</b>	27. 11. 2012	7. 11. 2012	20. 9. 2012
	<b>1</b>	<b>Client Management</b> Client Lifecycle Management, CLM, Desktop as a Service, DaaS, Systems Management, Patch Management, Helpdesk, Remote Control, Mobile Device Management, Fat Clients, Thin Clients, Zero Clients, Smartphones <b>Market survey: CLM/MDM Solutions</b>	<b>Unified Communications &amp; Collaboration</b> E-Mail, Unified Messaging, Unified Communications, Groupware, Fax, Voice-Mail, Instant Messaging, Portals, Solutions for Notes, Exchange, Groupwise, Linux-based Solutions, Mobile Messaging, Push-Mail, Outsourcing <b>Market survey: IP Telephony Systems</b>	21. 12. 2012	3. 12. 2012	22. 10. 2012
	<b>2</b>	<b>Cabling</b> Cabling Systems and Components, Copper and Fiber Technology, Racks, Cable Testers, Cabling Service Providers, Inhouse Connectivity, Patch Panels, Cabling Management, Media Converters <b>Market survey: Fiber Cabling and Connectors</b>	<b>Cloud Security</b> Security as a Service, Cloud-Based Security Software, Encryption, Security Management, Private Cloud Technology <b>Market survey: Security Service Providers</b>	31. 1. 2013	9. 1. 2013	6. 12. 2012

## E-Mail-Blast

E-Mail Blast is an E-Mailing service to address a select target audience. E-Mails are available in plain text or in HTML format, an optional number of links (as well as hidden HTML links) and attachments can be included. For high acceptance, such an E-Mail should not exceed about 100 KB. E-Mail Blast is a very fast medium to individually address your target group. 40,000 personal E-Mail addresses (among them, about 2,100 from Austria, about 2,500 from Switzerland) are available. Address selection is based upon region, industry, company size, and job function. Starting with data transmission, ITP VERLAG GmbH provides for the entire fulfillment.

**Rates and dates:** upon request

## WebCast

WebCast is an interactive, web-based information service, lasting approx. 60 minutes. Speakers are presented talking to the auditorium and can share their applications. Chat or voice response is possible.

**Rates and dates:** upon request

## LANline Poll

LANline Poll is specialized market research tool offered by ITP. Your individually designed HTML questionnaire is sent via E-Mail to a select/random target group. The client/interrogator will receive results in the form of CSV data a few days later for immediate evaluation and analysis. Thus, decisions/ventures are based upon qualified and very fast surveys.

**Rates and dates:** upon request

## LANline.de

is the top information portal for technical IT management in businesses.

LANline.de offers relevant, comprehensive, and in-depth technical information and includes practical tools IT managers can use to research the current state of technology, their areas of interest, and research projects.

Premium content, attractive contexts, and content highlights (market surveys, downloads, an extensive, well-researched specialist article knowledge base, technical background information and much more) offer tremendous scope for individual communication approaches.

### Target groups:

Technical decisions makers, IT managers, systems and network administrators, telecom and cabling specialists, consultants, and IT executives.

### Banner Ads:

Supersize Banner	726 × 90 px	€ 1,200 per month
Rectangle Banner	300 × 250 px	€ 850 per month
Banner	180 × 150 px	€ 600 per month

## Direct Mail Service

With more than 40,000 personal contacts, LANline offers one of the largest and most up-to-date databases of decision makers in Germany, Switzerland and Austria. A wide variety of geographic, demographic, and equipment selections are available.

Our service: Selection, preparation of addresses, printing your text on your stationary, enveloping, and mailing (postage-optimized)

**Rates and dates:** upon request

## www.LANline.de

Banner ads on LANline.de are successful. LANline.de is a well-established information portal for IT, network, and datacenter decision makers. The home page displays up-to-date news across the variety of LANline's topics. The site also includes technically detailed product information, and product tests, as well as downloadable market surveys, case studies, white papers, and graphic art. All common banner sizes are available. Individual campaigns are possible.

## LANline Security Awareness Newsletter

LANline's biweekly Security Awareness Newsletter is tailored to the needs of CISOs and IT security managers. It informs CISOs, security administrators, and information security specialists about the latest security developments and strategies. The USP: Each newsletter includes a "copy and paste and E-Mail to colleagues" security awareness tip, delivering the groundwork for more elaborate, individual security awareness campaigns. Text and banner ads targeted at security specialists are available.

Circulation 3,800

Banner Ad 638 × 110 px € 450 per issue

## LANline Newsletter

LANline Newsletter is a fast E-Mail information service for IT executives, IT network and datacenter specialists. It aggregates the previous week's most important news. Subscription is free of charge.

The editorial items are limited to 5 lines, and the whole newsletter covers 3 screen pages max. So the LANline Newsletter can be consumed very quickly. More extensive information is available via links to the full stories on LANline.de. Ads and editorials are published in body text format only for increased reader acceptance. One click on an advertisement is enough for the reader to directly reach the linked landing page. The number of ads per newsletter is limited.

Circulation 32,000

Superbanner 638 × 110 px € 1,200 per month

Banner ad 160 × 100 px € 600 per month

Text ad € 400 per ad

Pricelist (P.A.):	Frecuency	Price
	3	€ 380
	6	€ 350

Superbanner (638 × 110 pixels)  
2 weeks € 600  
1 month € 1.200

Banner ads (160 × 100 pixels)  
2 weeks € 300  
1 month € 600

Text ads  
(6 lines, approx. 70 words  
incl. haedline and hyperlink)  
1 run € 400  
3 runs each € 380  
6 runs each € 350



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## LANline Events – Tech Forums

- LANline Events deliver important know-how swiftly
- Well-known industry experts and scientists present
- LANline editors provide for quality assurance
- “Meet the Experts” is an exclusive insider communications platform

LANline Tech Forums are available as one- or two-day events. High-profile executives present the latest IT network developments. The presentation range covers cabling, data center infrastructure, IT service management, and security aspects of cloud computing. The audience receives plenty of information relevant to planning and managing their daily business. LANline Tech Forums gather up to 250 participants.

The events are planned by our editorial staff, including agenda and speaker selection. Thus, you profit from LANline editors' competence and reputation.

## Event sponsoring options

LANline events provide plenty of options to demonstrate competence and improve one's perception by the target audience. This results in generating highly qualified leads.

Integrated and cost-effective sponsoring packages (Basic, Classic, and Premium) provide many opportunities for intensive discussion with your target group. Beyond Tech Forums, we offer custom events design.

## Topics 2012

Topics	City	Date
Cabling – Networks – Infrastructure	Munich	February
	Zurich	March
	Cologne	June
	Hannover	September
	Leipzig	September
	Vienna	October
Energy-efficient IT & Infrastructure	Munich	July
Desktop Virtualization	Munich	January
	Dusseldorf	April
Remote Offices	Munich	July
Cabling and Networking for IT and Industry	Stuttgart	July
Security in the Cloud/Virtualization	Munich	November

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## General Contractual Provisions Regarding Advertisements and Printed Inserts

- 1) „Anzeigenauftrag“-Contract for Advertising as applied in the following General Contractual Provisions is a contract for the publication in print form of a single or several advertisements of a commercial nature for the purpose of dissemination.
- 2) Advertisements in the event of doubt or uncertainty may be recalled within one year subsequent to the entering into the relevant contract. If the provisions of the contract permit the recall of single advertisements, performance is to be completed within one year of the appearance of the first advertisement, provided that the first advertisement is recalled in conformity with paragraph 1 and is published.
- 3) If performance is not rendered for circumstances within the control of the publisher, the customer, notwithstanding any additional legal obligations, has the right to have the corresponding difference deducted or reimbursed by the publisher. Reimbursement will not apply, when non performance is due to natural disasters affecting the operation of publication.
- 4) The inclusion of advertisements and printed inserts in specific issues or in specific location(s) of any given issue will occur, if and when the customer has declared that the advertisement or printed insert should appear in particular issues or have particular placement within a given issue, and this has been agreed upon by the publisher in writing.
- 5) Typeset advertisements (in columns) shall be printed in the respective format in which they are received without the necessity of express agreement.
- 6) „Textteil-Anzeigen“ are advertisements which are bordered on at least three sides by articles and do not border other advertisements.
- 7) Advertisements which by virtue of their editorial design are not recognizable as advertisements shall be designated as such by the publisher with the word “Anzeige“ appearing next to or above them.
- 8) The publisher reserves the right to refuse publication of advertisements as well as printed inserts, including those within the scope of an existing contract on account of content, origin, or for the sake of maintaining the technical, aesthetics or material principles of the publishing house, when their content upon careful consideration is found to be in violation of the law, administrative decree, or public morality, or that their publication is unacceptable to the publisher. This applies as well to agreements entered into by officers, representatives or other personnel.
- 9) Contracts concerning printed inserts shall be binding upon the publisher subsequent to his receiving a model of the intended printed insert and his approval. Printed inserts, which due to their format or layout give the reader the impression of being a component of the newspaper or magazine or contain unauthorized advertisements shall not be accepted.
- 10) The customer is responsible for the timely delivery of the correct text of advertisements and flawless copy of printed inserts and attachments etc. The publisher demands immediate substitution for unsuitable or damaged manuscripts, photographs, copies or drafts etc. submitted. The publisher guarantees customary standards of reproduction quality within the scope of possibility afforded by the material submitted.
- 11) The customer has a claim for a reduction in price or a correct replacement in the event of completely or partially incorrect reproduction of the advertisement, but only to the extent to which it has had a negative effect. If the publisher fails to provide him with a correct replacement advertisement within a reasonable amount of time, the customer has the right to withdraw from the contract. Claims of damages arising from positive breach of contract, debts accrued from contract negotiation and unlawful acts – including those entered into telephonically – are excluded. Claims for damages arising from impossibility of performance and delay are limited to replacement of foreseeable damages and to the respective advertisements or printed insert for remuneration. This does not apply to international and gross negligence of the publisher, or his legal representatives. Liability of the publisher for damages arising from failure of guaranteed characteristics remain unaffected. Moreover, in transactions of a commercial nature the publishing house assumes no liability for the gross negligence of support staff. In the remaining instances liability attributed to business personnel is limited to foreseeable damage up to the amount of the respective remuneration for the advertisement. To be valid, customer complaints must (excepting those of a non apparent nature) be lodged in writing within four weeks following receipt of the invoice.
- 12) Test copies (proofs) shall only be delivered upon express demand. The customer bears responsibility for the accuracy of the returned test copies. The publisher takes into account all correction of errors, sent to him within the deadline set at the time of transmission.
- 13) If no specific instructions as to size are given, the type shall be set as is customary for advertisements and invoicing in accordance with the actual size.
- 14) Should the customer fail to make prepayment, the invoice shall be sent as soon as is feasible, but in any event fourteen days following the advertisement. The invoice is to be paid within the time frame specified on the price list, starting with receipt of bill; unless in the particular instance another payment period of prepayment has been agreed upon. Any discounts for advance payment shall be honoured according to the terms of the price list.
- 15) Delay or extension of payment will result in the imposition of interest at the amount of 12 %, including collection fees. The customer however retains the right of proving substantially lesser damages. When payment is delayed, the publisher may postpone the execution of the current contract and demand advance payment for the remaining advertisements. Upon a reasonable basis for doubting a customer’s ability to pay, the publisher is entitled to insist upon payment in advance and balancing of outstanding invoices as a condition to the appearance of further advertisements notwithstanding any previously agreed upon schedule of payments.
- 16) A drop in circulation may give rise to a claim for a reduction in price in contracts for more than one advertisement, if the sum average of the first advertisement of the beginning year of advertisement of the price list or otherwise stated average circulation, or – if circulation is not stated – the average number of issues sold (as per technical journals if necessary the average number actually disseminated) falls below that of the previous calendar year. A reduction in

circulation only allows for a reduction in price, if it amounts to as follows: for circulation up to 16,000 copies of 20 per cent; for circulation up to 25,000 copies of 15 per cent; for a circulation up to 30,000 copies of 10 per cent.

In addition, claims for reduction in price contractually entered into are exempt, if the publisher has timely informed the customer of a drop in circulation and was capable of withdrawing from his obligation to place advertisements.

- 17) For serial advertisements the publisher exercises the standard of care of an ordinary business person. Registered and express mail shall be forwarded at normal postal rates. The publisher reserves the right in the interests and for the protection of the client to open incoming offers to eliminate the abuse of serial service and peruse the contents. The publisher is not obliged to forward commercial promotions and/or offers to bid.
- 18) Drafts of advertisements shall be returned to customers only upon specific request. A duty to retain custody of drafts ends three months following the expiration of the contract.
- 19) The mutual place for execution of the contract is the site of the publishing house. For commercial transactions involving business people or legal entities, litigation shall be in the jurisdiction where the publishing house is situated. To the extent the legal claims of the publisher cannot be satisfied through summary proceedings, jurisdiction shall be determined by the domicile of the non-commercial party. If the customer's domicile or usual place of abode, (including non commercial parties) is unknown at the time suit is brought or the customer, subsequent to entering into the contract, has relocated his domicile or usual place of abode, then jurisdiction is herewith agreed to be the place of the publishing house.

### Additional Commercial Provisions of the Publisher

- a) The publisher exercises the standard of care customary of the industry in its handling and proofreading of advertisement texts, however does not assume liability if he has been misled by the customer. The submitting party is obliged to bear the costs of publication of a retraction should the advertisement contain any false assertions of fact and will pay at the going rate.
- b) The customer bears the responsibility for the content and legality of the language and pictorial representations. The customer agrees to release the publisher of any legal claims brought by

third parties as a result of execution of the contract even if they are not timely suspended. The publisher is under no responsibility to examine projects and advertisements to determine whether they violate the rights of third parties.

The customer has no claims against the publisher for the appearance of advertisements which have not been timely suspended. The customer holds the publisher harmless for all claims arising from copyright infringement.

- c) Cancellation of placed orders must be in writing. When an order is cancelled the publisher may claim payment for performance already rendered.
- d) To avoid the mixing up of private advertisements, commercial advertisements must be plainly and distinctly noted as such. The use of markings is done at the risk of the customer. He releases the publisher of claims brought by third parties, which have arisen out of the use of insufficient markings.
- e) Cases of natural disaster including matters not the fault of the publisher such as labour strikes will release the publisher from obligation to execute the contract and claims for damages.
- f) The publisher reserves the right to set special prices for advertisements in publishing inserts, special printings and composite pages. He further reserves the right to settle faulty accounts (over payments, under payments) within six months of transaction. Advertisements from abroad will proceed without charge for value added tax (VAT) at the legal rate in instances where the German Financial Administration has imposed a duty to pay it.
- g) Advertisements set in columns are invoiced with vouchers by means of electronic data processing as a component of the invoice for advertising. Original copies can only be delivered by computation.
- h) The sales representatives and advertising agencies are obliged to abide by the terms of the publisher's price list in their offers, contracts and invoicing. Fees established by the publisher for sales and advertising agencies may not be passed along to the customer either whole or in part. Advertising contracts from advertising representatives and advertising agencies shall be invoiced to them in their name.
- i) Confidentiality of Documents: Pursuant to para. 26 of the Federal Law Regarding the Confidentiality of Document, the necessary customer and delivery data shall be encoded and preserved by means of electronic data processing.
- j) Markings and design of advertisements are to be timely and mutually agreed upon with the publisher prior to their appearance.