Marketing & Media Services for the Software Industry

2019

Conferences
Awareness & Leads
Content Creation
Publications
222 billion Euros are invested every year in the German digital economy.

With the multitude of customised service offerings in the software environment, it is up to you, as a service provider, to identify your target audience, win them over and generate leads.

In its capacity of reliable partner, SIGS DATACOM has been offering contact to your target audience for over 25 years. With its approx. 49,000 qualified contacts, consisting of IT professionals from all the important industries in the DACH region, SIGS DATACOM has a continuously growing network of potential customers for your products and services at its fingertips. We make these contacts available to you through the marketing services surrounding our specialist conferences, specialist magazines and through our online marketing opportunities.

Request your individual plan now!

Your SIGS DATACOM team

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Our brands
Our services

Present your company and know-how at our exciting and interactive conferences. Get in touch with IT professionals on-site and win them over with your problem-solving skills.

Generate qualified leads for new customer business through specialist content requiring registration, such as our specialist posters, eBooks and info-graphics or your white papers, case studies, webcasts, studies, eBooks and specialist articles, in the creation of which we will gladly support you with our network of authors.

Cater year-round for the development and expansion of your company’s reputation as a solution provider by means of awareness campaigns. Apply your know-how to the solution of complex problems with the help of concise advertisements, advertorials and eye-catching special formats in our specialist magazines in the context of interesting topics about software architecture and project management.

<table>
<thead>
<tr>
<th>Our services</th>
<th>Your objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Leads</td>
</tr>
<tr>
<td>Conferences</td>
<td>•</td>
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<tr>
<td>Online marketing</td>
<td>•</td>
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<tr>
<td>Content creation</td>
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<tr>
<td>Publications</td>
<td>•</td>
</tr>
</tbody>
</table>

Our topics

Agile, Lean, Kanban, DevOps, Scrum
Architecture (e.g. Microservices)
Big Data, Big Data Architectures
Cloud
Digitalization, IOT, Industry 4.0
AI, Machine Learning
Requirements Engineering
Testing & Quality, APM, ALM

Target group

Big Data and BI Experts
IT Decision Makers
Product Manager
Project Manager
Requirements Engineers
Software Architects & Developers
Team Leaders & Developer Leaders
Test Manager & Quality Manager
Enthusiastic Customers
Conferences
Place: Hamburg  
Date: 23.05. – 24.05.2019  
Participants: approx. 200

Place: Frankfurt  
Date: 06.06. – 07.06.2019  
Participants: approx. 500

Place: Munich  
Date: 16.10. – 17.10.2019  
Participants: approx. 250

Place: Munich  
Date: 03.02. – 07.02.2020  
Participants: approx. 2.500

Place: Munich  
Date: 04.02. – 06.02.2020  
Participants: approx. 500

Benefit from our experience!  
Let us plan and organise your event for the IT industry.
Industries

- ICT: 33%
- Trade and Logistics: 24%
- Finance and Banking: 21%
- Industry: 16%
- Public sector and other: 6%

Job Title

- Department or Team Leaders: 27%
- Executive board/Management: 18%
- Consultants: 15%
- Coaches: 12%
- Developers: 10%
- Software Architects: 10%
- Others: 8%
SEACON is a conference on current topics in professional software development and software engineering.

Since 2009, reputable and experienced experts have been providing insights into current flows and trends, paired with their experience from projects – far beyond the limits of the day-to-day IT business. SEACON offers the possibility to enter into direct dialogue with experts or other participants, discuss individual questions or debate within innovative formats such as Open Spaces, and Pecha Kuchas. SEACON aims to trigger an open and vibrant dialogue amongst participants in discussion forums and during generous breaks – thus facilitating effective networking.

SEACON offers access to IT managers as well as technically oriented IT professionals from all over Germany. It’s a place to expand business networks and prepare (budget) decisions!

Become a sponsor or exhibitor and benefit from this unique format!

Key Facts
- 23.05. – 24.05.2019 in Hamburg
- approx. 1200 visitors with highly professional IT background
- IT background
- Over 50 lectures in 3 parallel tracks
- approx. 15 exhibitors

Target audience
- IT Decision Makers
- IT Project Managers
- Software Architects
- Software Developers
- Requirements Engineers
- Testing Experts
- BPM Specialists

Tracks
Scalable architectures
- Service-oriented architectures
- Microservices
- Mobile architectures

Learning organisations
- Adaptive Case Management (ACM)
- Internet of Things (IoT)
- Digital transformation
- Agile BPM
- Enterprise BPM (EBPM)
- Case Management Model and Notation (CMMN)
- Managed evolution
- Business rules / Decision Model and Notation (DMN)

Adaptive development processes
- Soft skills
- Communication
- Collaboration
- Transformation processes
- Agile, test and quality management
- Usability
- Development processes
- DevOps
- Project management
- IT direction/management

Become a sponsor or exhibitor
- Present your products and solutions to an exclusive target audience: IT managers with budget responsibility and technical experts
- Benefit from marketing activities in the run-up to the conference and on-site
- Get in touch with visitors and broaden your network
- Use the participant list for own business activities
**Industries**

- Finance and Banking: 39%
- Trade and Logistics: 19%
- Industry: 19%
- ICT: 15%
- Public sector and other: 8%

**Job Title**

- Quality Assurance Manager: 41%
- CTO / Managing Director: 17%
- Head of Software Development / Software Architect: 16%
- Testing Specialists: 13%
- CEO: 7%
- Project- and Product Manager: 3%
- Consultants: 3%
German Testing Day is Germany's largest, independent conference on the subject of software quality assurance.

It provides experts with an exclusive setting to find out about and exchange views on the latest technology, methods and trends in the area quality assurance for both business IT systems as well as for their own embedded systems. Furthermore, all partners and participating companies benefit from the excellent marketing and recruitment opportunities the event has to offer.

Thanks to its great reputation, German Testing Day partner companies are seen as an industry ‘Who’s who’ by participants. The programme includes a wide range of interesting talks, discussions and exhibitions, while the German Testing Casino Night, held the evening before the event, allows participants to get to know each other and converse in a relaxed atmosphere.

Special attention is paid to the quality and impartiality of the event. Planning the event and selecting the speakers is the work of the Conference Board, which is made up of scientific representatives, experts and managers of pertinent end-user companies. This exclusive meeting of renowned testing-industry figures provides excellent opportunities for marketing and recruiting. Turn this opportunity to your own advantage by becoming a German Testing Day partner and coming out to meet your target group.

**Topics**
- Quality Management
- Testing
- Test Management
- Test Automation
- Mobile/Web Testing
- Agile Testing
- DevOps
- Continuous Testing
- Embedded Testing
- Model-based Testing
- Performance
- Crowdsourced Testing
- Testing as a service
- Project Management
- Requirements Engineering

**Become a sponsor or exhibitor**
This exclusive meeting of renowned testing-industry figures provides excellent opportunities for marketing and recruiting. As a partner, we can provide you with a platform to market yourself in front of a professional audience. Be a part of it!
Industries

- Industry: 31%
- Finance and Banking: 22%
- ICT: 20%
- Trade and Logistics: 17%
- Public sector and other: 10%

Job Title

- Software Architects: 59%
- IT-Management: 19%
- Software Developers: 11%
- Consultants: 6%
- Others: 5%
The Architecture Gathering

www.the-architecture-gathering.de

Key Facts
- 16.10. – 17.10.2019 in Munich
- 2 Tracks, 2-day conference, 2 keynotes, 24 lectures
- approx. 250 visitors
- approx. 10 exhibitors
- sold out since 2015

Target audience
- Software Architects
- Software Developers
- IT Project Leaders
- Consultants
- Instructors

The Architecture Gathering is the place where software architects, experienced developers, programmers and anyone interested in software architecture can learn from other leading experts. This is where industry specialists from the German software architecture scene come together.

Above all, the event provides your company with the opportunity to establish contact with qualified specialists and generate numerous new leads. As a sponsor, you can present your solutions, products and services to the professional audience on both days of the event.

Benefit from direct exchange with iSAQB experts and a gathering of skilled participants made up of decision-makers and users from companies who are potential clients for tools, products, and training and consultation services. Moreover, you can also make contact with possible new members of staff. Participants include architects, software developers, consultants and coaches. Do not miss this invaluable meeting. Take the opportunity to position yourself as a skilled provider and determine the market demand for your products and services.

Topics
- Architecture trends
- Technology and framework progress
- Best practices and methods
- Interactions between an organisation and its architecture
- Soft skills and communication
- Case studies and project experience

Become a sponsor or exhibitor
- Present your products and solutions to an exclusive target group made up of IT managers, software architects and experienced developers!
- Catering available right in the exhibition room!
- Benefit from marketing measures in advance and at the event!
- Contact participants at the evening event and during the generous breaks to expand your network!
- Meet potential new employees!
- Use the participant list for your commercial activities!
### Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive and Industries</td>
<td>27%</td>
</tr>
<tr>
<td>Finance and Banking</td>
<td>21%</td>
</tr>
<tr>
<td>MedTech and Pharma</td>
<td>16%</td>
</tr>
<tr>
<td>Trade and Logistics</td>
<td>18%</td>
</tr>
<tr>
<td>ICT</td>
<td>12%</td>
</tr>
<tr>
<td>Public sector and other</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Job Title

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision Makers or Budget Managers</td>
<td>56%</td>
</tr>
<tr>
<td>Influencer</td>
<td>17%</td>
</tr>
<tr>
<td>Software Developers</td>
<td>18%</td>
</tr>
<tr>
<td>Consultants</td>
<td>5%</td>
</tr>
<tr>
<td>Others</td>
<td>4%</td>
</tr>
</tbody>
</table>
The OOP has been the meeting point for IT professionals and business experts from the TOP 500 companies from the DACH region for more than 25 years.

Technical experts, such as software architects, developers, requirements engineers or testers as well as technical managers and executives obtain an excellent overview on the current state of interaction between software and business.

The 5-day conference programme and the 3-day Expo offer users and providers the opportunity to develop solutions together, which equip companies for the technological challenges of the future and present.

**Topics**

- Agile
- Kanban, Scrum & Co
- Big Data
- Cloud Computing
- DevOps & Continuous Delivery
- Digital Transformation
- Enterprise Architecture
- IOT & Industry 4.0
- Blockchain
- Artificial Intelligence
- Machine Learning – Deep Learning
- Mobile & Web Development
- Project Management/IT Management
- Quality & Testing
- Languages, Paradigms, Tools
- Software Architectures
- Software Development
- User Experience & Product Discovery

**Become a sponsor or exhibitor**

- Present your products and solutions to an exclusive target audience: IT Managers with budget responsibility & technical experts!
- Benefit from the marketing campaigns to reinforce the awareness of over 2 million contacts!
- Take advantage of our wide range of presentation options: Discussion panels/special days/master classes/night school/case studies/vendor talks!
- Use the OOP as a networking platform and establish contacts with potential customers and employees e.g. at our side or evening events!
- Generate high-quality leads!
CODE DAYS is the conference for modern software and web development. Well-known experts present their experiences – plain, hands-on and success-oriented. From the community – for the community – 3 days! As sponsor and exhibitor you are in communication with potential employees – live and in 1:1 conversation.

**Topics**

- Agile
- AI Programming
- BI, Big Data & Business Analytics
- Blockchain
- Cloud Computing
- Database
- DevOps
- Mindset
- Mobile & Web Development
- Robot Process Automation (RPA)
- Software Development
- Testing & Quality

### Key Facts

- **04.02. – 06.02.2020 in Munich**
- About 2,500 visitors at the whole event (incl. OOP Conference)
- Min. 500 visitors for the Code Days with over 120 lectures
- More than 100 exhibitors, since every participant has access to the OOP exhibition premises

### Target audience

- IT Professionals
- Software Developer
- Web Developer
- Data Specialists
- IT Consultants
- IT Project Managers
- Testing Specialists

### Become a sponsor or exhibitor

- Make your know-how the subject of the conference
- Benefit from the marketing campaigns in advance of the event
- Recruiting: Rise the attention of the target audience for your company
- Marketing: Persuade with your experiences using new technologies or success stories in your daily business
- Use the participants’ list for own business or recruiting activities (incl. name, company, job title, mail, telephone number, address – all GDPR compliant, of course)
Professional events with industry focus

Would you like to organise a separate event? You can count on our support: From the conceptual development and planning to the execution and respective follow-ups, we will take charge of either individual service components or the entire organisation. With the event partners, we place our long-standing event experience, industry know-how and our contacts at your disposal. Our address database includes qualified addresses of IT Decision Makers, project managers, IT architects, developers, and BI and DWH professionals. We cultivate an ongoing dialogue with them regarding our conferences and training, printing and online offers, and we therefore guarantee the optimal organisation of your event.

1. Idea
   - Advice
   - Budget planning
   - Project planning

2. Conception
   - Detail and procedure planning
   - Development of the event programme and framework programme
   - Selection and invitation of experts, speakers, and facilitators

3. Logistics
   - Location scouting and reservation
   - Personnel service
   - Catering
   - Event technology
   - Hotel reservation
   - Transport service

4. Marketing
   - Definition of target audiences and approach
   - Participant marketing
   - Media planning
   - Cross-marketing

5. Management of participants
   - Implementing the whole registration process
   - On-site participant service
   - Registration statistics and evaluation

6. Event management
   - Process organisation
   - VIP services
   - Press services

7. Follow-up
   - Documentation
   - Webcasts
   - Participant survey

References
Awareness & Leads

Online marketing
media partner of the IT industry

Especially for IT companies with complex service offerings, it’s all about winning over target audiences with own expertise using appealing content. This cannot be achieved using normal advertising messages – because content is king!

Our specialist magazine and events have made us well known – for content on the pulse of current developments.

As your media partner, you benefit from our reach, our knowledge of current trends and, most importantly, our experience in marketing specialist content to IT professionals.

SIGS DATACOM & GDPR

Thanks to our long standing experience, we are best prepared for the New General Data Protection Regulation (GDPR) as well as the specific supplement BDSG. Since 2009 and the first data protection amendment we consecrate ourselves intensively to data protection. An operational ordered data protection officer and a 6-member data quality team guarantee high quality leads in accordance with the GDPR.

Email marketing

e.g. for advertising at conferences, workshops or for vacancies.

Lead Generation

Lead generation using your white papers, webinars or trial software

Specialist Content

Use our content, e.g. OBJEKTspektrum specialist posters, infographics, eBooks, studies & webcasts for lead generation purposes
Email Marketing

Your added value
- Access to approx. 49,000 software professionals
- Definition of target audience based on your selection criteria
- Minimal scatter loss
- Detailed reporting

Price examples

<table>
<thead>
<tr>
<th>Price per 1,000 contacts</th>
<th>€ 450</th>
</tr>
</thead>
<tbody>
<tr>
<td>plus one time setup fee of € 450</td>
<td></td>
</tr>
<tr>
<td>Sample calculation for 3,000 addresses: (€ 450 x 3) + € 450 = € 1,800</td>
<td></td>
</tr>
</tbody>
</table>

All prices excl. value-added tax

Individual target audience specification
Choose suitable contacts from our address pool of approx. 48,000 IT professionals. Available criteria:

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry</td>
<td>Trade &amp; logistics, medicine &amp; pharma, automotive, banking &amp; insurance, ITC, public sector, and many more.</td>
</tr>
<tr>
<td>Region</td>
<td>Postcode, area, and many more.</td>
</tr>
<tr>
<td>Interests</td>
<td>Software architecture, testing &amp; quality, mobile development, requirement engineering, agile methods, project management, big data, BPM, IOT, Industry 4.0, IT security</td>
</tr>
<tr>
<td>Position</td>
<td>IT Decision Makers, software architects, IT Project Managers, software developers, advisors, and much more.</td>
</tr>
</tbody>
</table>

Further criteria are available on request

Exposure for your company!
Email marketing is one of the most effective forms of digital marketing and is suitable, for example, to advertise events, seminars or webinars.

Limiting target groups − avoid scatter loss
Together with you we will identify the appropriate target audience for your topic, based on industry, job title, company size, region and interests, and then select suitable recipients.

Furthermore, we will refer to our contacts' interest profiles, which, among other things, are based on their downloads of topic-specific content, their attendance of lectures at our conferences or their participation in training.

Target audience selection
Distribution WITHOUT scatter loss
Detailed reporting
Lead Generation

Your added value
• Access to approx. 49,000 software professionals
• Definition of target audience based on your selection criteria
• Complete contact details with double opt-in

Good content requires good distribution!
Have you invested work in the preparation of content with high solution potential and usefulness for the reader?

As a multiplier, we offer you the possibility of identifying your future clients. You will save time and distribution costs and significantly increase your closing rates, especially for consulting-intensive products.

To generate leads, you could for example use case studies, results from analyses or market research, technology studies, best practices, checklists or trial software.

In this case, the following applies: The more neutral, solution-oriented and less sales-oriented the content, the more often it will be demanded by the target audience. Each lead contains the first name, the surname, the company, the address, the job title, the email & the telephone number.

Price examples

<table>
<thead>
<tr>
<th>Leads</th>
<th>Price per lead</th>
<th>Total price</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>€ 75</td>
<td>€ 3,750</td>
</tr>
<tr>
<td>100</td>
<td>€ 60</td>
<td>€ 6,000</td>
</tr>
<tr>
<td>150</td>
<td>€ 50</td>
<td>€ 7,500</td>
</tr>
</tbody>
</table>

All prices excl. value-added tax
Due to our solid reputation as publisher of the magazines OBJEKTspektrum & JavaSPEKTRUM, we are well-known to software professionals for our interesting specialist content on the latest trends.

The specialist posters are prepared in cooperation with independent specialist partners, such as universities, associations or research institutes, drawing on our network of authors, and are an ideal instrument for successful content marketing. We promote the posters in a multi-tiered campaign via mailings and social media. They can be ordered free of charge. Orders require the submission of contact data for distribution to all sponsors involved (incl. double opt-in).

### Your added value
- Design by independent specialist partners, e.g. universities, research institutes
- Published under OBJEKTspektrum
- Exclusive version for own use
- 400 – 600 leads
- Lead selection based on company and job title
- A lead consists of: First name and last name, company, address, job title, email, telephone number, company size, industry

### Topics 2019

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Microservices: Monolith, Architecture, Domain Models</td>
</tr>
<tr>
<td>April</td>
<td>DevOps – Continuous Integration, APM, Hybrid, IT Infrastructure</td>
</tr>
<tr>
<td>May</td>
<td>Cloud: FaaS, Service Mesh, Overview of Cloud Technologies</td>
</tr>
<tr>
<td>September</td>
<td>Recruiting: How I will become an attractive employer in 2019?</td>
</tr>
<tr>
<td>October</td>
<td>Continuous API Delivery</td>
</tr>
</tbody>
</table>

### Prices

<table>
<thead>
<tr>
<th></th>
<th>Leads</th>
<th>Poster (print)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>min. 400</td>
<td>200</td>
<td>€ 8,900</td>
</tr>
<tr>
<td>Silver</td>
<td>200</td>
<td>100</td>
<td>€ 4,900</td>
</tr>
<tr>
<td>Bronze</td>
<td>100</td>
<td>50</td>
<td>€ 3,500</td>
</tr>
</tbody>
</table>

All prices excl. value-added tax
Due to our solid reputation as publisher of OBJEKTspektrum & JavaSPEKTRUM, we are well-known to software professionals for our interesting specialist content on the latest trends. The eBooks are prepared in cooperation with independent specialist partners, such as universities, associations or research institutes, drawing on our network of authors, and are an ideal instrument for successful content marketing. Furthermore, you have the option of including own content in the form of an own chapter (e.g. white paper, specialist article or studies, etc.). We promote the eBooks in a multi-tiered campaign using mailings and social media, and offer them as a free download. Downloads require the submission of contact data for distribution to all sponsors (incl. double opt-in).

<table>
<thead>
<tr>
<th>Topics 2019</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>September: Agile: Agile SAFE, Waterfall Model, Agile Transformation</td>
<td>Leads</td>
</tr>
<tr>
<td>October: Architecture Enterprise – Longevity of the Systems, Mircoservices</td>
<td>Gold</td>
</tr>
<tr>
<td>November: AWS: All cloud strategies at a glance</td>
<td>Silver</td>
</tr>
<tr>
<td></td>
<td>Bronze</td>
</tr>
</tbody>
</table>

All prices excl. value-added tax
A webinar is the digital equivalent of a specialised conference. The biggest advantage of the online event is that it can be attended from any location: Speakers and participants meet in a virtual conference room.

Over a period of 30 minutes, a well-known speaker from our network gives a talk to a target audience, for example on the current status of technology and emerging trends. Within a similar timeframe, you can present own solutions to concrete problems, based on your practical experience.

Our OBJEKTspektrum webinars will make your USP the focus of the target audience. You can reach the participants “live” and address individual questions. You will find out what motivates the participants, you can make targeted sales approaches and get one step closer to closing the deal.

### Prices

**Webinar** € 8,500

- at least 30 live participants guaranteed
- at least 50 leads guaranteed
- incl. production, participant management, co-branding etc.
- incl. well-known speaker from the OBJEKTspektrum environment

*All prices excl. value-added tax*

### Key Facts

- Everything from a single source
- Duration 1 – 1.5 hours
- Login by phone or on the web
- Speakers “live” on webcam, or just an image
- Live chats
- Surveys
- Download area
- Recording
- Detailed reporting
- Possible translation for further use
- Webcast can be used to generate leads
Telemarketing

Your added value

• Qualified on-site appointments with your targeted customers through reputable and professional telemarketing agents
• Systematic and quick refill of your sales pipeline
• Time and costs savings in your sales team
• Small and calculable risk, because you only pay if you get an appointment
• No minimum purchase volume, minimum terms or cancellation periods

Prices

<table>
<thead>
<tr>
<th>Telemarketing</th>
<th>€ 200 per appointment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>plus one time set-up fee of € 500 incl. project preparation, briefing of sales centre agents</td>
</tr>
</tbody>
</table>

All prices excl. value-added tax

From the address to the date and place – everything from a single source!

Despite all brand communication affinity – the focus is always on sales effectiveness and overall results. Telemarketing can be helpful in this regard, even in the digital era. Be it canvassing for the purpose of making personal on-site appointments with your target customers, or for following up on a mailing, for example. We will support the systematic lead management, while you get your appointments – on a performance basis.

As a specialist service provider for the marketing of technical products and products in need of explanation in a B2B environment, specialist know-how is a prerequisite for the success of the cooperation. Many SIGS DATACOM customers already rely on our telemarketing activities.

Process

• Set-up workshop (objectives, target group definition, definition of the addressed product and service portfolios, USP exposure and benefit arguments, references, incentives and response multiplier)
• Development and harmonisation of telephone guidelines
• Address procurement or research
• Briefing of contact centre agents
• Weekly reporting

Prices

<table>
<thead>
<tr>
<th>Telemarketing</th>
<th>€ 200 per appointment</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>plus one time set-up fee of € 500 incl. project preparation, briefing of sales centre agents</td>
</tr>
</tbody>
</table>

All prices excl. value-added tax

Set-up & selection | First contact | Appointment
Content Creation
Content is the number one factor for successful SEO marketing.

97% more leads are generated by companies with an active blog.

62% of all companies outsource their content marketing.

61% of all consumers prefer to buy from companies which offer own content.
3,200 advertising messages per day – this information overload leads users to no longer pay attention to many of the advertising messages aimed at them.

Reach your target group!
The solution: “Content is king”
The content offered on the internet is decisive for a company’s success – high-quality content is needed, which offers the consumer added value. The basis for relevant content is high-quality text and an appealing layout. Good content fulfills a number of criteria.

Interesting content is:
- unique
- specific to the target audience
- high-quality specialist information
- reader-friendly, well structured and without mistakes

The lack of time and resources makes the creation of quality content a big challenge. As a specialist publisher with a network of specialists for your topics that has grown continuously over the years, we are almost predestined to support you with your endeavours.

Options:
- Whitepaper
- Case studies
- Texts for your website or other media
- Specialist poster
- Infographics
- eBooks
- Webcasts & webinars

How you benefit:
- Save time and focus on your core competencies!
- Use our network of designated experts!
- Position your company as an expert in the field!
- Improve your search engine ranking and increase the traffic on your homepage!
- Generate new leads!
- Get new clients!
- Use your content in multistage marketing campaigns: In specialised journals, in online marketing, for lead generation, for increased awareness, at conferences

Services and prices:
All services are provided either under your name or with the author’s name disclosed.

<table>
<thead>
<tr>
<th>Texts</th>
<th>Additional formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialist article (“Ghost Writing”)</td>
<td>Specialised poster incl. layout  from € 3,500</td>
</tr>
<tr>
<td>Whitepaper (min. 8 pages incl. layout)</td>
<td>Studies (survey and analysis) from € 8,500</td>
</tr>
<tr>
<td>eBook (min. 15 pages incl. layout)</td>
<td>Webcast from € 4,000</td>
</tr>
<tr>
<td>User report and case studies</td>
<td>from € 2,500</td>
</tr>
</tbody>
</table>

All prices excl. value-added tax
Publications
OBJEKT-spektrum provides reliable backgrounds, trends and experiences on the topics of software management, architecture and engineering.

Circulation: 15,000 copies.
Published bi-monthly.

JavaSPEKTRUM delves deeply into current topics such as Cloud Computing, NoSQL, JVM languages or Mobile & Embedded Computing (Internet of Things), based on the Java platform.

Circulation: 16,000 copies.
Published bi-monthly.

GERMAN TESTING MAGAZIN is aimed at anyone responsible for testing as well as all quality managers, software architects, IT developers that are involved in creating software.

Circulation: 35,000 copies.

CORPORATE PUBLISHING is a platform for comprehensive marketing that provides specific products that you can use to complement your product marketing mix.

ONLINE THEME SPECIAL gives you the option to specifically present your company or one of your services to a wide readership.

AI TRENDLETTER addresses IT managers, experienced software developers and BI specialists and provides them with well-grounded, non-proprietary expert information on the subject of artificial intelligence, machine learning, deep learning and robotics.
OBJEKTspektrum is a well-known specialist magazine for IT- and software architecture, software management and development.

Its target audience consists of software managers, project leaders, software architects as well as professional developers. The range of topics covers everything from architecture, methods and tools, practice and project reports to articles on new trends and the current proceedings. OBJEKTspektrum always picks up the latest developments in the IT and developer scene and validates them for the target audience.

The high quality and practical relevance of the articles speaks for itself and, over the past 23 years, have turned the magazine into the undisputed market leader. The majority of the readers archive the contributions as a medium of reference for own projects. At universities and higher education they are often used for training purposes.

OBJEKTspektrum is published bi-monthly with a print run of 15,000 copies and is available either in retail or via subscription.

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Reprints
Birgitt Gilis
birgitt.gilis@sigs-datacom.de

Topic and circulation plan 2019

<table>
<thead>
<tr>
<th>Edition</th>
<th>Editorial Deadline</th>
<th>Topic</th>
<th>Advertising Deadline</th>
<th>Print Deadline</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/2019</td>
<td>16.11.18</td>
<td>Frontend architecture – the unknown business</td>
<td>22.01.19</td>
<td>29.01.19</td>
<td>22.02.19</td>
</tr>
<tr>
<td>03/2019</td>
<td>18.01.19</td>
<td>Smart Data – the hunt for gold</td>
<td>26.03.19</td>
<td>02.04.19</td>
<td>26.04.19</td>
</tr>
<tr>
<td>04/2019</td>
<td>15.03.19</td>
<td>Architecture – How is it today?</td>
<td>21.05.19</td>
<td>28.05.19</td>
<td>21.06.19</td>
</tr>
<tr>
<td>05/2019</td>
<td>24.05.19</td>
<td>Cloud Native – Re-think architecture and organization</td>
<td>30.07.19</td>
<td>06.08.19</td>
<td>30.08.19</td>
</tr>
</tbody>
</table>
JavaSPEKTRUM is for more than 20 years the industry magazine for professional software architects and developers working with the Java platform.

It reports on new concepts and developments with practical relevance, as well as on the cornerstones of successful software development with Java. Amid the current project environment, JavaSPEKTRUM has significantly expanded the integration spectrum, clarifying the integration of Java applications with applications and services on other platforms. The popular columns “Effective Java” by Michael Hunger and “The Practician” by Michael Vitz provides sound examples of successful software development for companies for many years. Thomas Ronzon rounds off the diversity with his column “Tool Talk,” which introduces solutions for specific problems in programming and design.

JavaSPEKTRUM is published bimonthly with a print run of 16,000 copies and is available in retail as well as by subscription. On top, the magazine is available on your smartphone or tablet in a digital version.

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### Reprints
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birgitt.gilis@sigs-datacom.de

### Print run
16,000 issues
+ca. 10,000 digital subs

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### Advisory board
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Holger Sirtl, Microsoft Deutschland GmbH
Wolfgang Weigend, ORACLE Deutschland GmbH
Prof. Dr. Thomas Wieland, Hochschule Coburg

### Topic and publication plan 2019

<table>
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<th>Print Deadline</th>
<th>Publication Date</th>
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<tr>
<td>01/2019</td>
<td>12.10.18</td>
<td>Cloudy and sunny – Programming in the Cloud</td>
<td>20.12.18</td>
<td>02.01.19</td>
<td>25.01.19</td>
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<tr>
<td>02/2019</td>
<td>14.12.18</td>
<td>Safety first – Secure creating of secure software</td>
<td>26.02.19</td>
<td>05.03.19</td>
<td>29.03.19</td>
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<tr>
<td>03/2019</td>
<td>15.02.19</td>
<td>Doing by learning – Practical use of machine learning</td>
<td>29.04.19</td>
<td>07.05.19</td>
<td>31.05.19</td>
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<tr>
<td>04/2019</td>
<td>12.04.19</td>
<td>Small is beautiful – Architectures with Microservices and Containers</td>
<td>25.06.19</td>
<td>02.07.19</td>
<td>26.07.19</td>
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<tr>
<td>05/2019</td>
<td>14.06.19</td>
<td>Java @ IOT – Applications for the Internet of Things</td>
<td>27.08.19</td>
<td>03.09.19</td>
<td>27.09.19</td>
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<tr>
<td>06/2019</td>
<td>16.08.19</td>
<td>Modern Interface – Human to machine and machine to machine</td>
<td>29.10.19</td>
<td>05.11.19</td>
<td>29.11.19</td>
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## Prices

<table>
<thead>
<tr>
<th>Formats</th>
<th>width</th>
<th>height</th>
<th>s/w</th>
<th>2 colours</th>
<th>3 colours</th>
<th>4 colours</th>
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<tr>
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<td>€ 1,395</td>
<td>€ 1,495</td>
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<td>€ 965</td>
<td>€ 1,095</td>
<td>€ 1,195</td>
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<td>87,75 mm</td>
<td>83 mm</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Additional colours on request

### Frequency discount
- 3+ advertisements = 5%
- 6+ advertisements = 10%
- 9+ advertisements = 15%
- 12+ advertisements = 20%

### Quantity scale
- 3+ pages = 10%
- 6+ pages = 15%
- 9+ pages = 20%
- 12+ pages = 25%
Format Examples
(width x height)

Please send us your advertisements by email to anzeigendaten@objektspektrum.de / anzeigendaten@javaspektrum.de

Technical requirements for digital print documents
For the perfect processing of your printing material the following conditions must be fulfilled:

• High resolution PDF file in X-3 standard
• Print files must be created in a resolution of 300 dpi
• Format marks and 3 mm bleed allowance
• 10 mm margin on all sides to avoid the effect that text and/or picture elements are in the waistband or the bleed

(l) = landscape (p) = portrait
Bleed margin for bleed advertisements 3 mm on all pages
Advertising Methods

Inserts

<table>
<thead>
<tr>
<th>Format</th>
<th>maximum 205 mm b x 292 mm h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum number of inserts</td>
<td>8,000 units</td>
</tr>
<tr>
<td>Insert prices</td>
<td>€ 209 per thousand up to 25 g*</td>
</tr>
<tr>
<td>Full insert discount</td>
<td>10%</td>
</tr>
</tbody>
</table>

Postage up to 25 g costs € 44 per thousand, billed separately. (Recent postage of Deutsche Post, subject to change)

* Prices are dependent on processing type and weight.

Poster supplement

Posters in DIN A1 format in OBJEKTspektrum or JavaSPEKTRUM are inserted exclusively. Position your message at the desks of your potential customers over the long term!

According to the results of our latest reader survey, 84% of the participants found the poster inserts very useful and use them actively as reference in their day-to-day business. Benefit from the high level of acceptance and the high reputation of the magazines, and produce your own poster insert.

The print run comprises 15,000 or 16,000 copies; additionally, you will receive 200 copies of the posters for distributing through your own marketing channels.

Version 1

Provide us with ready-to-print PDF data, we will produce the poster for you and include it as an insert in our OBJEKTspektrum/JavaSPEKTRUM magazines

Price: € 7,695

Version 2

Provide us with a ready-to-print poster, we will include it as an insert in our OBJEKTspektrum/JavaSPEKTRUM magazines

Price: € 4,695

Seminar advertisements

<table>
<thead>
<tr>
<th>1/9 page (58 mm b x 80 mm h)</th>
<th>s/w</th>
<th>2 colours</th>
<th>4 colours</th>
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</thead>
<tbody>
<tr>
<td>1-5 time(s)</td>
<td>€ 299</td>
<td>€ 329</td>
<td>€ 599</td>
</tr>
<tr>
<td>from 6 times</td>
<td>€ 259</td>
<td>€ 299</td>
<td>€ 495</td>
</tr>
<tr>
<td>from 12 times</td>
<td>€ 220</td>
<td>€ 269</td>
<td>€ 455</td>
</tr>
</tbody>
</table>

Job advertisements

20% discount on listed prices. It is possible to book online job advertisements (term: 2 months).

Price: € 500
Additional Advertising Methods

**Fake cover**
Front page and back page print from € 7,950 *

**Sticky label**
on the title page from € 2,800 *

**Title gate fold**
from € 10,950 *

**Glued-in inserts**
Glued-in inserts are postcards or booklets, which are attached on the title page or a 1/1 related ad
With 40% discount on page price
Individual price according to your requirements *

**Supplements**
Minimum print run: 8,000 copies (Subscription print run)
Supplements of up to 25g per 1,000 units € 540

**Title banderole**
Point fixing is possible for your advertisement on the inner pages (optional)
Customisation is also possible from € 3,100 *

**Title advertisements**
Format: 40mm w x 50mm h € 2,450 *

* Prices are dependent on processing type and weight.

On request, we will handle the production of supplements, inserts and glued-in inserts on your behalf. We handle everything from consultation and design to the actual printing at our in-house printeries.
German Testing Magazin

German Testing Magazin is aimed at anyone responsible for testing as well as all quality managers, software architects and IT developers that are involved in creating software.

The magazine reports directly from the industry and independently about what testing today is all about. It highlights current trends, backgrounds and processes and provides you with an overview of the current market.

This special edition comes onto the market as an insert in the well-known industry magazines OBJEKTSpektrum and JavaSPEKTRUM and will also be extensively distributed at the ‘German Testing Day’ conference.

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Fax: +49 (0)2241 2341-299
info@sigs-datacom.de
www.OBJEKTSpektrum.de

Editorial and production management
Emanuel Rosenauer
emanuel.rosenauer@sigs-datacom.de

Lead generation

We promote German Testing Magazin with a multi-level campaign using mailings and social media and make it available to order free of charge. Sponsors must release their contact details as a prerequisite for placing an order (incl. double opt-in).

• 400 – 600 leads
• Select your leads based on company and job title
• Lead consists of: First and surname, company, address, job title, e-mail and telephone number, industry, company size
• Logo in the print and online edition

Formats

<table>
<thead>
<tr>
<th>Width x Height</th>
<th>4-colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>400 x 280 mm</td>
<td>€ 5,990</td>
</tr>
<tr>
<td>200 x 280 mm</td>
<td>€ 3,495</td>
</tr>
<tr>
<td>100 x 280 mm</td>
<td>€ 1,995</td>
</tr>
<tr>
<td>67 x 280 mm</td>
<td>€ 1,595</td>
</tr>
<tr>
<td>200 x 94 mm</td>
<td>€ 995</td>
</tr>
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</table>

Prices

<table>
<thead>
<tr>
<th>Leads</th>
<th>Logo+QR</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>min. 400</td>
<td>€ 8,900</td>
</tr>
<tr>
<td>Silver</td>
<td>200*</td>
<td>€ 4,900</td>
</tr>
<tr>
<td>Bronze</td>
<td>100*</td>
<td>€ 3,500</td>
</tr>
</tbody>
</table>

*Choice of 400–600 contacts based on company, job title and more.

Encrypted content
Registration + Ordering
Unlocked content
Corporate Publishing

Apart from our independent and neutral specialist magazines, we can also offer you specific corporate publishing products to serve as platforms for comprehensive marketing activities, with which you can complement your product marketing mix. Whether you prefer the neutral covers of OBJEKT-spektrum or JavaSPEKTRUM, your own corporate design or an entirely individual design – we will do whatever it takes to meet your requirements.

Each corporate publishing measure includes the following services

- Design
- Editorial support
- Layout, typesetting, graphics
- Final edit
- Print, paper, processing
- Dispatch, postage
- Holistic object support

Prices on request
AI Trendletter

Contact

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Tel.: +49 (0)2241 2341-510

Editorial manager
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Tel: +49 (0)2241 2341-550
emanuel.rosenauer@sigs-datacom.de

Characteristic
The AI Trendletter addresses IT managers, experienced software developers and BI specialists and provides them with profound, non-proprietary expert information on the subjects of artificial intelligence, machine learning, deep learning and robotics. These experts, the bi-monthly AI Trendletter are kept up-to-date by professional, in-depth articles, application examples, interviews and news on the most important AI facts.

• Position yourself early and create awareness on the AI market!
• Show off your skills and solutions with exclusive content marketing in AI Trendletter
• Distribution: approx. 40,000 recipients

Prices

Partner box Gold € 3,500
• Image (560 px wide x 500 px high), logo and up to 1.000 characters text (incl. blanks)
• Deposited advertorial (10.00 – 20.000 characters text. incl. blanks)
• Incl. 40 qualified business leads

Partner box Silver € 2,300
• Image (560 px wide x 500 px high), logo and up to 1.000 characters of text (incl. blanks)
• Deposited advertorial (10.00 – 20.000 characters text. incl. blanks)

By booking several issues we grant an attractive discount!

Topic and publication plan 2019

<table>
<thead>
<tr>
<th>Edition</th>
<th>Editorial Deadline</th>
<th>Topic</th>
<th>Advertising Deadline</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/2019</td>
<td>28.12.18</td>
<td>AI in software development</td>
<td>07.01.19</td>
<td>15.01.19</td>
</tr>
<tr>
<td>02/2019</td>
<td>04.03.19</td>
<td>Cobots – Robots and humans working together</td>
<td>11.03.19</td>
<td>19.03.19</td>
</tr>
<tr>
<td>03/2019</td>
<td>06.05.19</td>
<td>Data as a base of AI Systems – data lifecycle management</td>
<td>13.05.19</td>
<td>21.05.19</td>
</tr>
<tr>
<td>04/2019</td>
<td>08.07.19</td>
<td>How Artificial Intelligences are learning – monitored or autonomous</td>
<td>15.07.19</td>
<td>23.07.19</td>
</tr>
<tr>
<td>05/2019</td>
<td>09.09.19</td>
<td>Analytics, Cognitive Computing and Big Data – it’s easy for AI systems</td>
<td>16.09.19</td>
<td>24.09.19</td>
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<tr>
<td>06/2019</td>
<td>11.11.19</td>
<td>Hardware progress – the engine of AI development</td>
<td>18.11.19</td>
<td>26.11.19</td>
</tr>
</tbody>
</table>
Online Theme Special (OTS)  

Contact
Sales
Susanne Herl
susanne.herl@sigs-datacom.de
Tel.: +49 (0)2241 2341-220

Characteristic
The online theme special offers you the possibility of presenting your company and its products to a large readership in the context of a specific topic. The advantage of the OTS is the high acceptance level by our readers: over 85% consider the articles very useful in their day-to-day work. A publication in this medium is thus accompanied with a high level of trust and results in high click rates.

If you are looking to address a specific topic or want to advertise a relevant service, you can book individual advertorials as well as conventional text advertisements and, as an additional option, combine these with lead generation. Of course we will also gladly arrange customized packages for you, which can include a wide variety of services, such as an additional print advertorial (1/1 page DIN A4) in OBJEKTspektrum.

Key Points
• Topic specific HTML mailing
• Target group optimized and topic specific distribution to target audiences from a database of 32,000 qualified and personalized contacts
• Positioning you in recent IT topics
• Well established reference medium with a high level of acceptance on the readers’ side
• Leading editors with high levels of specialist competence

Prices
“Ghost Writing”  € 3,950
The article will be created for you by SIGS DATACOM
50 Llads

Article or Whitepaper  € 2,500
50 leads

Article or Whitepaper  € 1,500
no leads

Text Advertisement  € 600
Scope: 360 characters (incl. blanks), URL and logo

Topic and circulation plan 2019

Native Cloud & Microservices  14.03.2019
Cloud Computing – Dynamic IT-Performances in the Cloud  06.06.2019
Digitalization – Software Architecture in Change  12.09.2019
IoT and Industry  4.0  14.11.2019

The explicit orientation within the topics can be found on the website or on request
Newsletter

Key facts

- Your advertising message in an editorial context
- approx. 20,000 recipients
- Individual linking

Characteristics

For the themed monthly newsletter of our OBJEKTspektrum and JAVAspektrum publications, we select further suitable addresses of target audiences befitting the theme in addition to the regular newsletter subscribers. As a rule, our newsletter is sent to approx. 20,000 subscribers.

The topics conform with the editorial content of the publications. The newsletter contains abstracts on different categories and links to selected full texts in PDF format.

Here you also have the possibility to prepare a case study or a white paper for download in addition to the conventional options (text advertisements, banners).

Alternative advertising formats

Text advertisement incl. company logo

- 360 characters (incl. blanks) plus heading (max. 35 characters)
- Logo size max.: 110px (high) x 170px (wide)

Horizontal banner

- File format: JPEG or GIF (plus URL)
- Banner size: max. 200px (high) x 560px (wide)

Price: € 750

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**OBJEKTspektrum**

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<thead>
<tr>
<th>Ad/Banner Deadline</th>
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<tbody>
<tr>
<td>Frontend Architecture – The unknown Business</td>
<td>13.02.19 22.02.19</td>
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<tr>
<td>Smart Data – The hunt for gold</td>
<td>17.04.19 26.04.19</td>
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<tr>
<td>Architecture – How is it today?</td>
<td>12.06.19 21.06.19</td>
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<tr>
<td>Cloud Native – Re-think architecture and organization</td>
<td>21.08.19 30.08.19</td>
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<td>Legacy – with burden into the future?</td>
<td>16.10.19 25.10.19</td>
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**JavaSPEKTRUM**

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<tr>
<td>Cloudy and Sunny – Programming in the Cloud</td>
<td>16.01.19 25.01.19</td>
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<td>Safety first – Secure creating of secure software</td>
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<td>Doing by Learning – Practice use of machine learning</td>
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<td>Small is beautiful – Architectures with Microservices and Containers</td>
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<td>Java @ IOT – Applications for the Internet of Things</td>
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<td>Modern Interface – Human to machine and machine to machine</td>
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