

Biweekly magazine Cover price : €6



MARKET POSITION:

IT-Business is a source of information for IT decision makers and is a premium partner for successful channel marketing.

The readership of *IT-Business* is made up of an expert and highly relevant audience these people are all key decision-makers in this competitive field (Executive management: 59,1% / Head of department: 16,6%)

<u>Distribution of readership</u> (according to business focus): ITK – system houses 36.6% / specialized trade 31.2% / Manufactures 7.3%

		IT-Business
Distribution	Source: IVW Q1 2017	26,105
Printed circulation	Source: IVW Q1 2017	26,500

EDITORIAL CONTENT:

It is published fortnightly and *IT-Business* covers all the latest information on the IT sector.

IT-Business has been concentrating on channel knowledge for 25 years and is currently more attractive as an advertising medium than ever.

They pay particular attention to the channel perspective of the most important manufacturers and distributors and best practices that show how their readers behave successfully with the challenges in the IT market.

Consequently it is a premium source of information for IT decision makers and your premium partner for successful channel marketing.

ADVERTISING RATES 2018:

SIZE	TYPE	PRICE
1 Page	4 Colour	10 900€
½ Page	4 Colour	6 500€
1/3 Page	4 Colour	4 800€

^{*}All rates are quoted in € exclusive VAT

TECHNICAL SPECIFICATIONS:

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