iBusiness
Futurology for interactive business

HighText Verlag

+++ Pitch-Marketing +++ Branding +++ Lead Generation +++



ertisements +++ Newsletters +++ Permission Marketing +++ Sponsoring +++ Webi

Media Kit 2013

iBusiness - Knowledge Portal and Trend Scout



We do not just sell ad space –
We find solutions.

In your business, you do not just sell products or invoice billable hours – you offer your clients solutions, as we do. We know perfectly well that you do not need advertising space, newsletter slots, or a few square centimetres in a browser window, but solutions that reach and engage your clients.

We gladly advise you on the most effective solutions to meet your ongoing communication objectives. iBusiness is best suited to support your business in three main areas:

Pitch Marketing
Be in the relevant set and create awareness for your company's product or service when the decision maker calls for a pitch! The iBusiness dossiers and poster series are specifically designed for this purpose. Thanks to microtargeting, the facts reach the right person in the target company at exactly the right time.

Branding
Is your goal to increase your brand awareness across the German-speaking digital sector? Would you like to convey your know-how on specific topics or position your company as an interesting employer? Online and e-mail media, as well as event, topic or keyword sponsoring are highly suitable for this purpose.

Lead Generation
Is your mission to generate new leads and win new clients? Fill your sales funnel with top-class B2B leads generated via webinars, white paper or permission marketing campaigns. Billing is calculated by flat rate, CPM, or on a performance basis.

And should you have an objective for which you cannot find the answer to in this Media-Kit, we will readily work with you to design an innovative solution for your business.

I look forward to our conversation!

Yours sincerely,

Joachim Graf

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☑ Pitch Marketing ☑ Branding ☐ Lead Generation



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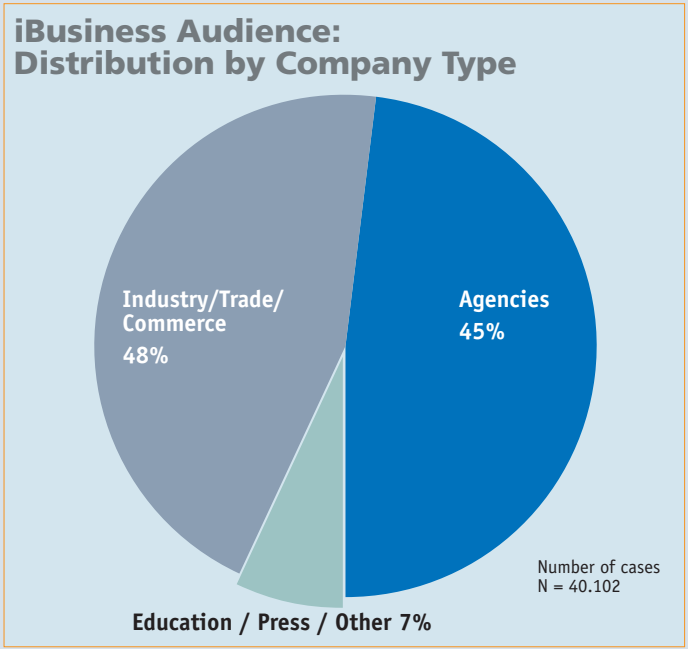
Service Marketing. The PremiumPlus membership forms the basis for your comprehensive marketing strategy and online presence on iBusiness.de 26
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iBusiness Executive Summary. The printed Executive Summary version of iBusiness content efficiently conveys exclusive campaigns 27
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☑ Pitch ☑ Branding ☑ Leads

Audience Analysis: Company Types



Roughly every other iBusiness subscriber comes from client side businesses and organisations

For over two decades iBusiness has been analysing digital business, future market drivers and emerging trends in interactive media. No other medium specialised in this industry sector that early on. Since then, iBusiness has confirmed its claim as the knowledge portal of choice for top executives in the German-speaking digital economy. iBusiness keeps decision makers up to speed via cross-media information – web, mobile, and print – through in-depth research and trend analyses, including case-study scenarios and recommendations for action.

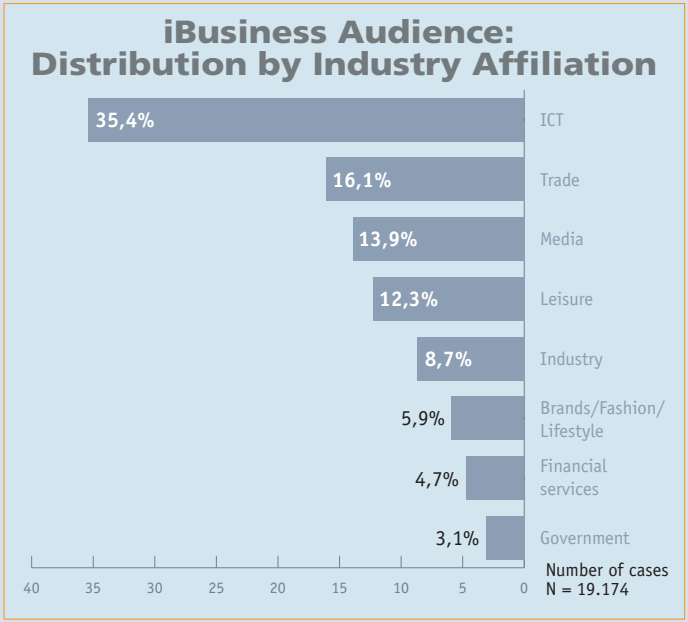
The strategic orientation of iBusiness results in an active audience of over 40,000 registered, executive decision makers from:

- the **client side**: businesses and organisations, including small to medium-size enterprises, across industry, trade and brands;
- the **agency side**: digital service providers and agencies.

iBusiness offers reliable decision support to both groups to secure their investments.

Thus, iBusiness is where clients and agencies meet: both parties actively use its services and products to obtain meaningful and accurate market information.

Audience Analysis: Industry Affiliations



An above-average percentage of iBusiness's client side audience comes from companies and organisations in strongly online-oriented sectors

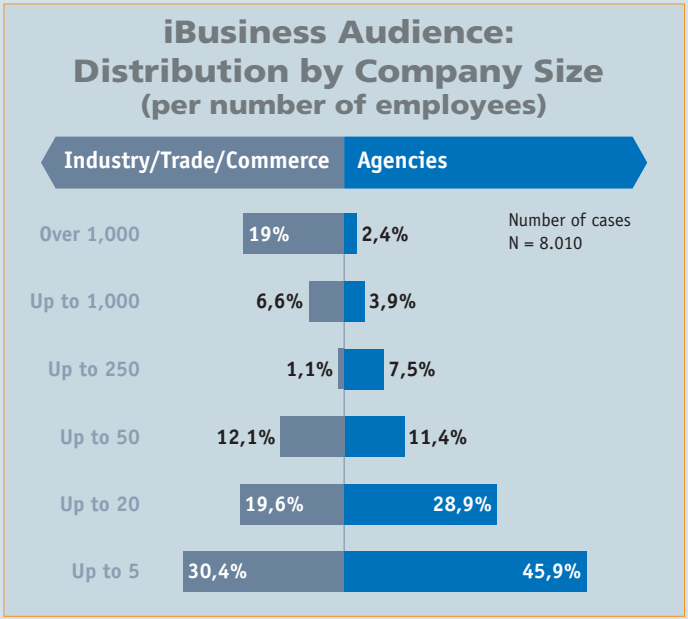
Telecommunications, IT, consumer electronics and the electrical industry constitute the largest audience group, accounting for over a third (35,4%) of iBusiness's total client side audience.

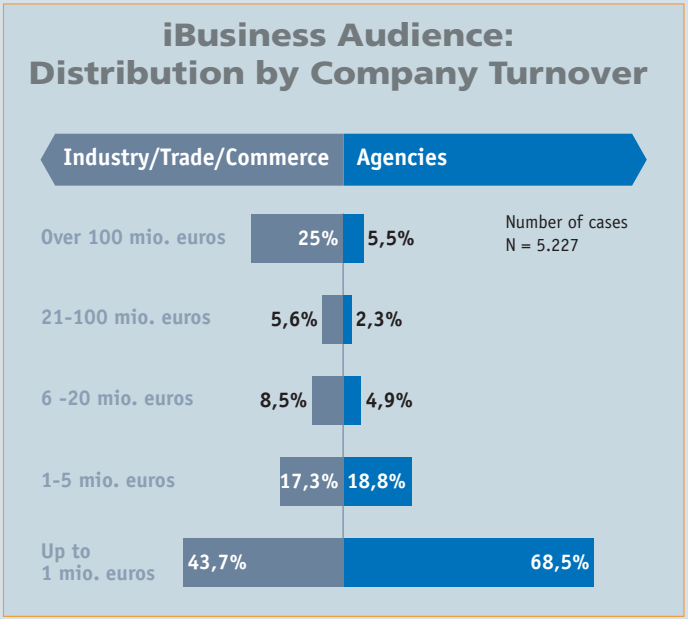
At 16.1% (6,144 companies), trade and retail represent the second most extensive group amongst the total audience of 40,000 registered iBusiness subscribers. This above-average figure positively reflects iBusiness's strong commitment to e-commerce topics.

The third strongest group on the client side is composed of companies from across the print media and publishing industry, including newspaper, magazine and book publishers, as well as TV, film and video producers and distributors.

Arts and culture, museums, dining, tourism and travel, sports, as well as education are grouped here under "Leisure". The analysis shows that among brands, companies that primarily subscribe to iBusiness are active in fashion, pharmaceuticals & cosmetics, food & beverage, and jewellery.

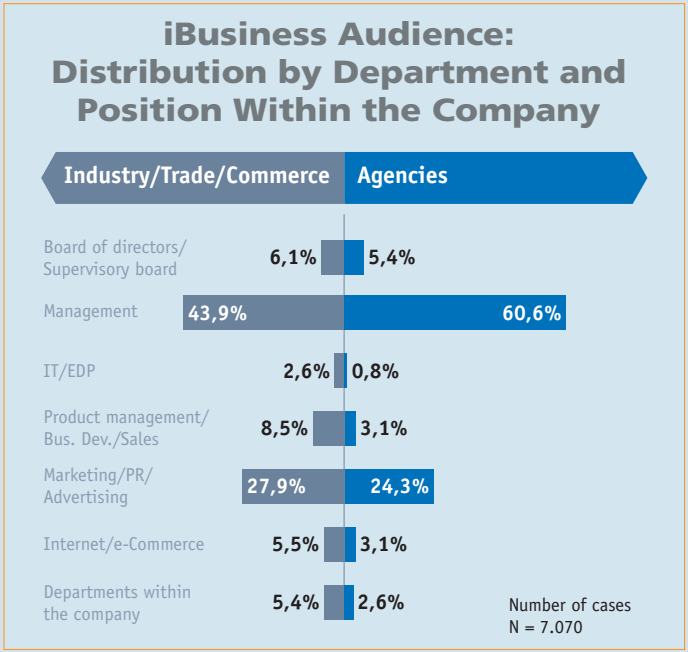
Audience Analysis: Company Sizes





Agency side, the majority of iBusiness's audience comes from small to medium-sized businesses, a figure that reflects the usual market share within the digital business sector. Across client side businesses and organisations, the analysis also confirms that specifically large corporations frequently make use of iBusiness products and services. Thus, the distribution by company size shows that 20 percent of iBusiness's client side audience is employed in companies with over 1,000 employees, and 25 percent in companies that generate over 100 million euros in annual turnover.

Audience Analysis: Position Within the Company



Half of iBusiness's client side audience and two-thirds on the agency side are general managers, board directors and members of supervisory boards

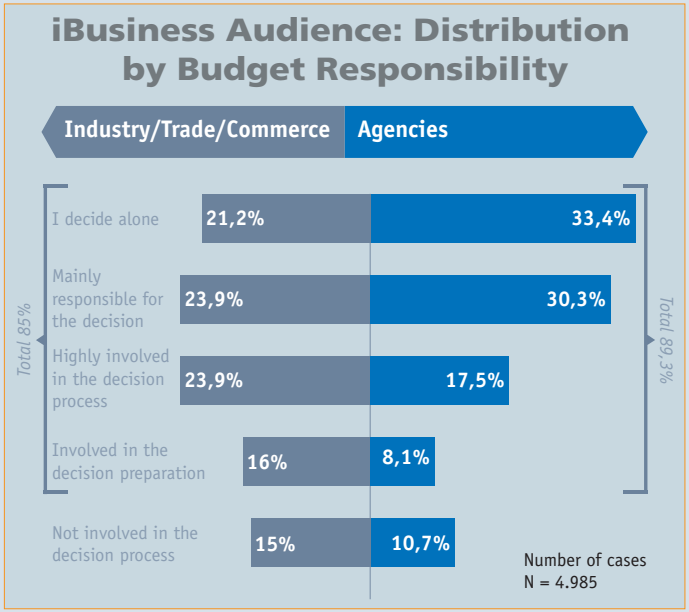
Due to its strong analytical focus on trends driving the future of digital and converging markets, iBusiness is of high interest for target audiences who need access to strategic information.

The distribution by position within the company mirrors iBusiness's audience structure:

- amongst business and organisations, half (50%) of iBusiness's client side audience occupies senior management positions: board directors, supervisory board members and general managers;
- on the agency side, the percentage of top executives constitutes two-thirds (66%).

As the Internet is an essential marketing tool for many companies, approximately one quarter (24,3%) of iBusiness's audience is in charge of marketing and PR.

Audience Analysis: Budget Responsibility



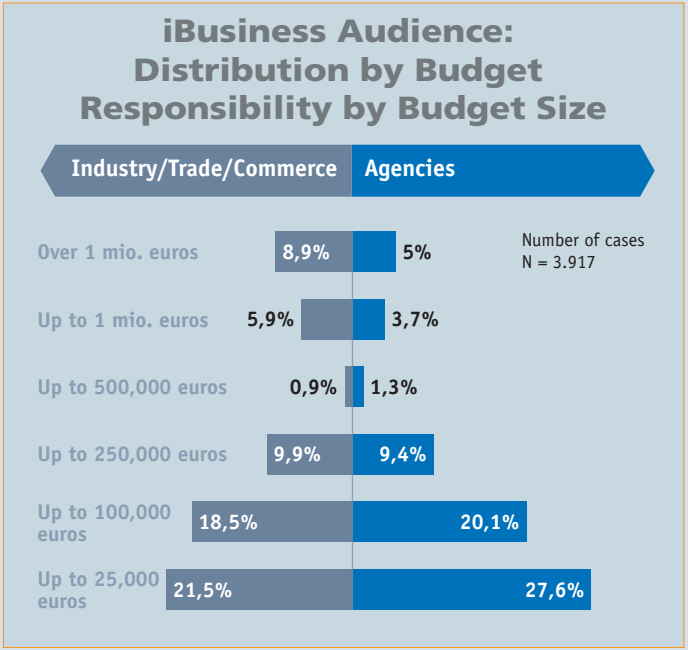
A clear majority of iBusiness's audience carries budget responsibility: 85 percent client side and 90 percent agency side

As reflected in the analysis, the majority of iBusiness's client side audience is constituted of senior executives. Thus, their decisions naturally have strong influence on the company budget.

Other than senior executives, the distribution by budget responsibility reveals another client side group that also influences purchasing decisions: of the total 85 percent involved in the decision-making process, 69 percent of this segment is strongly involved in the decision process, mainly responsible or decides alone.

Agency side, purchasing decisions are made by 90 percent of iBusiness's audience, whereby 81.9 percent of this audience segment has strong influence on the decision-making process.

Audience Analysis: Budget Responsibility by Budget Size



Almost every tenth decision maker from client side businesses and organisations is responsible for an annual budget of over one million euros

Of those responsible for budgets on the client side, roughly every tenth iBusiness subscriber makes decisions on budgets above the million euro threshold; on the agency side, this figure is one in twenty.

Budgets for digital projects generally lie within the lower to upper five-digit range. Thus, the decision-making authority by budget size naturally lies within this same range on both sides of the spectrum.

Furthermore, the analysis shows that digital project decision makers who read iBusiness also manage big project budgets on both agency and client sides. Approximately 10 percent of iBusiness's audience decides on annual budgets between 100,000 euros and a quarter of a million euros.

In total, iBusiness's audience decides on investments that amount to approximately 10 billion euros per year.

iBusiness Dossier Series - Special Issues on e-Commerce

iBusiness's in-house editorial team writes special issues on e-commerce topics that are published within the "iBusiness Dossier" series. Each issue addresses a central theme and is aimed at e-commerce clients, as well as at agencies that implement e-commerce solutions.



The Central Themes (available in German only):

Dossier 1/2013: PIM im Multichannel (PIM in Multichannel Commerce)
Dossier 2/2013: M-Commerce
Dossier 3/2013: Kundenakquise für Onlineshops (Customer Acquisition for Online Shops)
Dossier 4/2013: Multichannel-Commerce (Multichannel Commerce)
Dossier 5/2013: Customer Journey
Dossier 6/2013: Backend-IT-Trends für Onlineshops (Back-End IT Trends for Online Shops)

The primary "iBusiness Dossier" recipients are the top 1,000 executive decision makers across the German e-commerce landscape. For each special issue, the publisher compiles a distribution list of individually selected recipients whose position and function within the company are known. Additional copies are specifically distributed at major e-commerce events. For this purpose, iBusiness has time-tested media partnerships with event organisers.

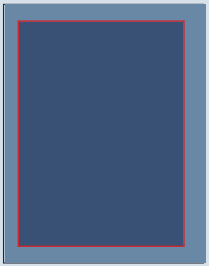
Frequency:	6 issues/year
Total circulation:	5,500 copies
Distribution:	
Premium members:	1,500 copies
Top 1,000 online shops:	1,000 copies
Other online shops:	2,000 copies
Special events:	1,000 copies
Online downloads (PDF):	approx. 3,000 copies

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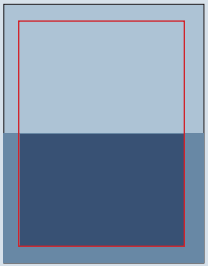
iBusiness Dossier Series: Publication Dates and Deadlines

Publication (available in German only)	**Booking by**	**Data submission by**	**Publication on**
Dossier 1 "PIM im Multichannel" (PIM in Multichannel Commerce) **Focus:** Product Information Management (PIM), product data optimisation, Big Data, internationalisation (back-end)	02.01.2013	09.01.2013	22.01.2013
Dossier 2 "M-Commerce" **Focus:** Web analytics, tablet-based commerce, couponing, location-based services, multichannel retailing, mobile payments (front-end/back-end)	13.02.2013	15.02.2013	05.03.2013
Dossier 3 "Kundenakquise für Onlineshops" (Customer Acquisition for Online Shops) **Focus:** Shop design, SEM, SEA, SEO, social shopping, social media marketing, conversion rate optimisation, analytics, e-mail marketing, shop images, texts, and videos (front-end)	24.04.2013	30.04.2013	14.05.2013
Dossier 4 "Multichannel-Commerce" (Multichannel Commerce) **Focus:** Mobile commerce, PIM, product information, media asset management, multichannel back-end, return management, offline commerce, conversion processes (back-end)	19.06.2013	26.06.2013	09.07.2013
Dossier 5 "Customer Journey" **Focus:** Online marketing, affiliate marketing, web controlling, KPIs, social media marketing, payment methods, logistics, customer service, remittance management (front-end/back-end)	28.08.2013	04.09.2013	17.09.2013
Dossier 6 "Backend-IT-Trends für Onlineshops" (Back-End IT Trends for Online Shops) **Focus:** Payment, PIM, CRM, web analytics, logistics, return management, PIM, BI, global e-commerce, B2B-commerce, e-procurement (back-end)	23.10.2013	30.10.2013	12.11.2013

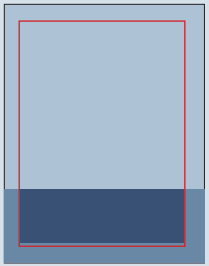
iBusiness Dossier Series: Formats and Rates



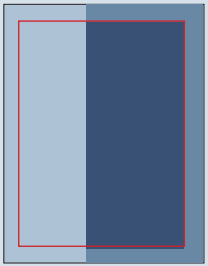
1/1 page
Print space: 177 x 240 mm
Bleed: 215 x 277 mm



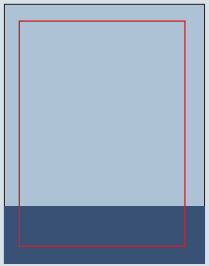
1/2 page
Print space: 177 x 118 mm
Bleed: 215 x 136 mm



1/4 page
Print space: 177 x 57 mm
Bleed: 215 x 75 mm



2/3 page
Print space: 103 x 240 mm
Bleed: 119 x 277 mm



Title sponsor
Bleed: 215 x 60 mm

Title sponsor (bleed WxH: 215 x 60 mm + 3 mm trim on each side, dossier only)	€2.760
Cover (print space WxH: 177 x 240 mm, bleed WxH: 215 x 277 mm + 3 mm trim on each side)	€2.160
1/1 page (print space WxH: 177 x 240 mm, bleed WxH: 215 x 277 mm + 3 mm trim on each side)	€1.800
2/3 page (print space WxH: 103 x 240 mm, bleed WxH: 119 x 277 mm + 3 mm trim on each side)	€1.320
1/2 page (print space WxH: 177 x 118 mm, bleed WxH: 215 x 136 mm + 3 mm trim on each side)	€1.190
1/4 page (print space WxH: 177 x 57 mm, bleed WxH: 215 x 75 mm + 3 mm trim on each side)	€720
Inserts/Onserts (format: insert up to DIN A4, onsert up to 215 x 277, weight up to 40 g, depending on availability)	€1.400 and up
iBusiness Service Provider Directory (logo 40 x 20 mm, text max. 350 characters, company address)	€350

iBusiness Posters: e-Commerce and SEO/SEA (available in German only)



Online shops in Germany, Austria, Switzerland and Europe

Each poster depicts the ranking by turnover by country of the top 100 largest online shops in Germany, Switzerland and Austria and – for the first time in 2013 – in the whole of Europe.

Date of publication:	17/09/2013
Total circulation, per poster:	6,000 copies
Distribution:	
Premium members, each:	1,500 copies
Local online shops, each:	3,000 copies
Distribution copies, each:	1,500 copies
PDF downloads, each:	approx. 3,000 copies



iBusiness-Poster SEO/SEA in Deutschland (SEO/SEA in Germany)

This poster presents a clear overview of the top 100 of the most important SEO service providers, as well as the SEO/SEA performance analysis of main advertisers per industry sector.

Frequency:	4 issues/year
Circulation:	5,500 copies
Distribution:	
Premium members:	1,500 copies
Online shops:	2,500 copies
Marketing decision makers:	1,000 copies
Special events:	500 copies
PDF downloads:	approx. 3,000 copies

✓ Pitch ✓ Branding ☐ Leads

iBusiness Posters: Display Advertising, Start-ups, Agencies (available in German only)



Display Advertising

This poster summarises the quarterly affinity index of the leading media in relation to industry sectors, demography, income and other relevant indicators for media planning in B2C markets.

Frequency:	4 issues/year
Circulation:	5,000 copies
Distribution:	
Premium members:	1,500 copies
Media planners:	500 copies
Marketing decision makers:	2,500 copies
Special events:	500 copies
PDF downloads:	approx. 3,000 copies



Wagniskapital (Venture Capital)

This poster compiles the most important lenders of capital for start-ups in Germany by industry segment (format larger than DIN-A1).

Date of publication:	26/02/2013
Circulation:	4,500 copies
Distribution:	
Premium members:	1,500 copies
Start-ups and VCs:	2,500 copies
Special events:	500 copies



Internet Agency Ranking

Produced in collaboration with BVDW, Horizont and W&V (13th Edition), this poster lists the ranking of the largest German Internet agencies by turnover.

Date of publication:	25/04/2013
Circulation:	6,000 copies
Distribution:	
PremiumPlus members:	1,500 copies
Advertisers:	3,000 copies
Special events:	1,500 copies

Additional copies are distributed at trade fairs and conventions to industry professionals. All posters are also available online for download (PDF with linked advertisements). Please contact us for any further queries on iBusiness posters.

iBusiness Poster Series: Additional Topics (available in German only)











Mobilmarkt Deutschland
(Mobile Market in Germany)

This poster depicts current market figures with infographics of the mobile market in Germany, including tablets, m-commerce, as well as mobile app and site rankings.

Date of publication: 18/06/2013
Circulation: 5,000 copies

Distribution:
Premium members: 1,500 copies
Online shops: 3,000 copies
Additional copies: 500 copies

dmexco 2013
Exhibition Guide & Planner

iBusiness presents key dmexco exhibitors, with logo and company profile summary in the "Online Marketing Tour 2013" overview.

Date of publication: 10/09/2013
Circulation: 8,000 copies

Distribution:
Premium members: 1,500 copies
Online shops: 3,000 copies
Advertisers: 3,000 copies
Additional copies: 500 copies

Onlinemarketing
(Online Marketing)

The ranking of the largest German-speaking service providers and vendors for e-mail, mobile, newsletters, and affiliate marketing.

Date of publication: 10/09/2013
Circulation: 5,000 copies

Distribution:
Premium members: 1,500 copies
Advertisers: 3,000 copies
Additional copies: 500 copies

e-Learning Providers

Produced in collaboration with the MMB-Institute for Media and Competence Research, this poster lists the ranking of the largest German e-learning providers by turnover.

Date of publication: 22/10/2013
Circulation: 3,500 copies

Distribution:
Premium members: 1,500 copies
HR decision makers: 500 copies
Participants: 500 copies
Learntec: 1,000 copies

Annual Wall Planner 2014

This extra-large annual wall planner highlights the top industry events and most important award dates (format larger than DIN-A1).

Date of publication: 12/11/2013
Circulation: 5,000 copies

Distribution:
Premium members: 1,500 copies
Advertisers: 1,500 copies
Service providers: 1,500 copies
Additional copies: 500 copies

Additional copies are distributed at trade fairs and conventions to industry professionals.
All posters are also available online for download (PDF with linked advertisements). Please contact us for any further queries on iBusiness posters.

iBusiness Posters: Publication Dates and Deadlines

Publication (available in German only)	**Booking by**	**Data submission by**	**Publication on**
Poster "SEO/SEA in Deutschland 1/2013"	09.01.2013	16.01.2013	29.01.2013
Poster "Wagniskapital" (Venture Capital)	06.02.2013	13.02.2013	26.02.2013
Poster "Display-Werbung 1/2013" (Display Advertising)	20.03.2013	27.03.2013	09.04.2013
Poster "Internetagentur-Ranking 2013" (Internet Agency Ranking 2013)	04.04.2013	11.04.2013	25.04.2013
Poster "SEO/SEA in Deutschland 2/2013"	24.04.2013	30.04.2013	14.05.2013
Poster "Mobilmarkt Deutschland 2013" (Mobile Market in Germany 2013)	28.05.2013	05.06.2013	18.06.2013
Poster "Display-Werbung 2/2013" (Display Advertising)	19.06.2013	26.06.2013	09.07.2013
Poster "SEO/SEA in Deutschland 3/2013"	24.07.2013	31.07.2013	13.08.2013
Poster "Onlinemarketing: Rankings 2013"	21.08.2013	28.08.2013	10.09.2013

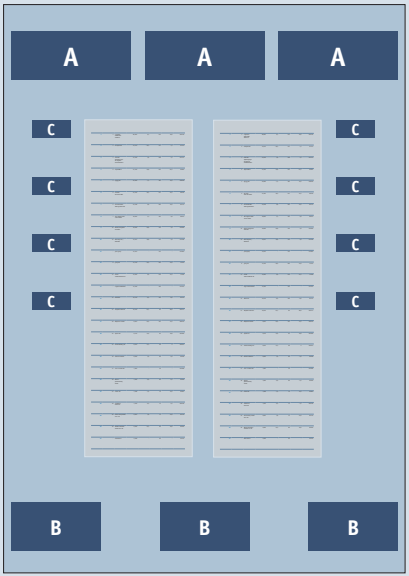
Posters are mailed as inserts in the "iBusiness Executive Summary" and "iBusiness Dossier" special issues, which are published at the same time. As a result, no other inserts will be included in these issues.

iBusiness Posters: Publication Dates and Deadlines

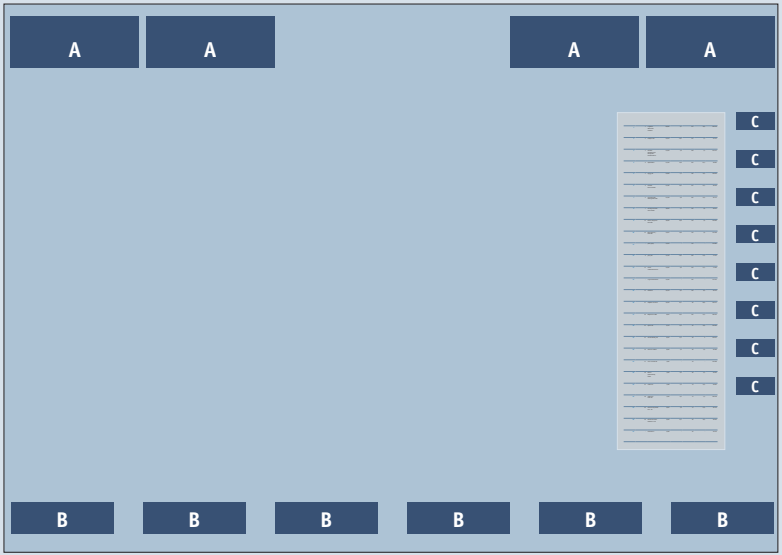
Publication (available in German only)	**Booking by**	**Data submission by**	**Publication on**
dmexco-Messeplaner 2013 (dmexco Exhibition Guide & Planner)	21.08.2013	28.08.2013	10.09.2013
Posters "Die größten Online-Shops 2013" (The Largest Online Shops 2013) • **Shopping portals and online shops in Germany 2013** • **Shopping portals and online shops in Austria 2013** • **Shopping portals and online shops in Switzerland 2013** • **Shopping portals and online shops in Europe 2013**	16.08.2013	23.08.2013	17.09.2013
Poster "Display-Werbung 3/2013" (Display Advertising)	17.09.2013	24.09.2013	08.10.2013
Poster "Die größten E-Learning-Anbieter 2013" (The Largest e-Learning Providers 2013)	02.10.2013	09.10.2013	22.10.2013
Wall calendar "iBusiness Annual Planner 2014"	23.10.2013	30.10.2013	12.11.2013
Poster "SEO/SEA in Deutschland 4/2013"	30.10.2013	06.11.2013	19.11.2013
Poster "Display-Werbung 4/2013" (Display Advertising)	20.11.2013	27.11.2013	10.12.2013

Posters are mailed as inserts in the "iBusiness Executive Summary" and "iBusiness Dossier" special issues, which are published at the same time. As a result, no other inserts will be included in these issues.

iBusiness Posters: Formats and Rates



Posters (format DIN A1)	
A (header, WxH: 180 x 75 mm)	€2.250
B (footer, WxH: 135 x 75 mm)	€1.250
C (with listing, WxH: 60 x 30 mm)	€750



Wall calendar and Wagniskapital (Venture Capital) poster (format WxH 1.220 x 690 mm)	
A (header, WxH: 200 x 80 mm)	€2.250
B (footer, WxH: 130 x 40 mm)	€1.250
C (next to the Calendar of Events, WxH: 60 x 30 mm)	€750

C placements are also available at special conditions on certain posters. Please contact us for further queries on iBusiness posters.

White Papers

Intended to spark the interest of potential clients, a white paper is a (PDF) document that focuses on a highly specific topic without the marketing jargon. Topics reach from best practice how-to reports and checklists, to in-depth case studies and market analyses.

White Paper Starter Package

- 20 leads (address, contact person, position in the company, e-mail address, phone number).
- Company entry in the PremiumPlus white paper directory.
- Editorial review prior to release.
- Campaign set-up.
- Social media campaigns on Google Plus, Facebook, Twitter and Xing.
- Lead qualification as per terms of the campaign agreement.
- Additional leads available upon request.

iBusiness offers a complete white paper package, invoiced on a per lead basis. We forward all leads to you for immediate follow-up. Simply provide us with an engaging white paper and iBusiness will take care of the rest!

Your Benefits:

- Present expert knowledge to potential clients.
- Receive the contact information of iBusiness subscribers who download your white paper, and track them as leads.
- Verified addresses: All contacts are confirmed by double opt-in.
- Relevant contacts: Only real prospects are willing to disclose their e-mail address to the publisher.
- Calculated costs: Define a maximum number of leads in the campaign agreement.

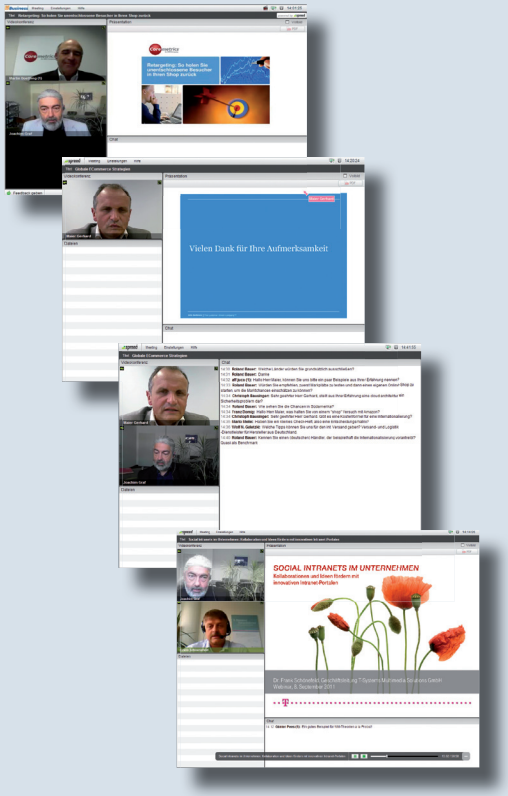


Pitch Branding ✓ Leads

Webinars

A webinar is a seminar that is held live over the Internet. It is an interactive event and allows direct communication between you and your audience. The recording of the webinar is also conveniently available in webcast format.

Depending on the topic, iBusiness webinars attract over 100 participants on average. Reach a highly qualified audience of key decision-makers: provide expert knowledge to potential clients and receive their direct contact information to track them as leads.



Webinar Package Marketing Services:

- Social media campaigns on Google Plus, Facebook, Twitter and Xing.
- Standalone mailing to your target audience.
- Integrated web-based promotional marketing campaign on iBusiness.de.
- All webinar leads, including new leads generated from the webcast.
- The recording of your webinar can be downloaded at any time; as a result, your company gains further visibility – even after the event.

Webinar Package Technical Services:

- Editorial recommendations on content.
- Technical implementation.
- General rehearsal, including sound and technical check.
- Speaker briefing.
- Event hosting by the iBusiness editorial team.
- Video and audio recording of the event; available in a webcast format for your convenience.
- Participation reporting.

☐ Pitch ☑ Branding ☑ Leads

White Papers and Webinars: Formats and Rates

White Paper Marketing

White paper set-up (data processing, company profile dossier, promotional campaign, incl. 20 leads)	€2.500
For each additional lead, per lead	€95
If you book > 180 leads/year (equals 30 leads/month for six months)	€85
If you book > 300 leads/year (equals 25 leads/month for 12 months)	€75

If a qualification definition has been agreed upon (surcharges may apply), leads that verifiably do not meet the requirements are reimbursed. White papers are made available as PDF documents. Leads are invoiced on a monthly basis after their delivery.

Webinars

"All Inclusive" Webinar Package (promotion, hosting, test run, event execution, recording, lead engine)	€7.900
"Pay per Lead" Alternative Webinar Package - per registration	€80

If a qualification definition has been agreed upon (surcharges may apply), leads that verifiably do not meet the requirements are reimbursed.

Standalone and Permission Marketing

iBusiness delivers your company's information to the right recipients: up to 40,000 registered iBusiness subscribers receive your message directly by e-mail. To ensure the highest possible response quality rate, mailers are sent out every 14 days at the most: so be sure to book your preferred distribution date as far in advance as possible!

For your direct marketing objectives, iBusiness's Standalone gives you access to highly specific distribution lists, customisable on demand:

- All recipients have formally agreed to receiving marketing messages from iBusiness clients.
- Verified addresses: our newsletter distribution data is updated daily and guarantees a 99.9 percent delivery rate.
- High-quality contacts to key decision makers on both the client and agency sides: brands, small to medium-sized businesses, online shops, Internet agencies, publishers and service providers from across the digital sector.
- 100 percent opt-in; permanent double-opt-in confirmation since 2007.
- Both regional and vertical selections are available (company size, industry sectors).
- Contacts can be selected by gender, department, function, postal address, as well as specific topics of interest.



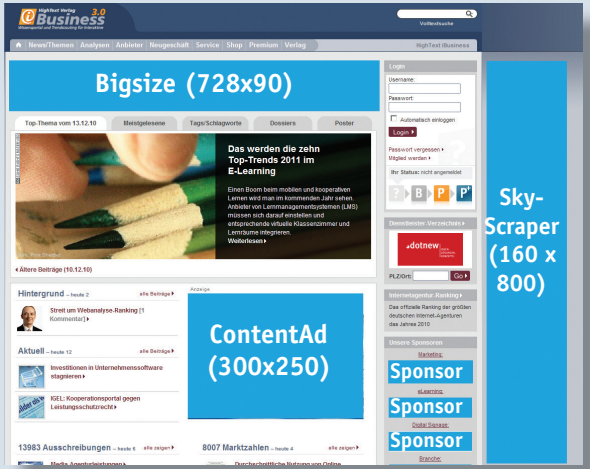
We gladly work with you to hand-pick and optimise mailing lists to fulfil your exact marketing requirements: with approximately 40,000 registered e-mail recipients, including complete, individual registration information, iBusiness has one of the largest and entirely customisable opt-in distribution lists in the industry.

Online Advertising and Topic Sponsoring

Banner Advertising

On iBusiness, we place your quality campaigns exclusively on banner spaces. If no campaign has been booked, the banner space remains blank or is filled with editorial content, depending on its placement. This approach avoids habituation effects and keeps our audience's attention focused on your advertising campaign.

Reach:	Unique Users:	55,000
	Visits:	75,000
	Page Impressions:	250,000
	(Annual average in 2011, per month)	



Category and Topic Sponsoring

Topic sponsoring on iBusiness is a direct opportunity for your company to validate its expertise in a specific field related to digital media. As a topic sponsor, your brand and message reaches at least 50,000 contacts per month via our website and newsletter.

Available Categories and Topics:

- Marketing
- Commerce
- Social Media
- Mobile
- Intranet
- Entertainment
- Publishing
- Web-TV
- e-Learning
- Payment methods
- Digital Signage
- Industry
- Events
- Jobs
- Advertising accounts
- Award database
- Call for tenders



Pitch ✓ Branding Leads

Newsletter Advertisements

iBusiness Daily

On a day-to-day basis, the "iBusiness Daily" newsletter reaches over 15,000 recipients. iBusiness's audience analysis shows that, in roughly equal shares, agencies and client side marketing and e-commerce departments form the two main recipient target groups.

"iBusiness Daily" is a highly efficient platform to communicate information on:

- Services for website and online shop operators (e.g. payment methods, credit rating, web analytics, logistics, shipping)
- Media information (e.g. reach, promotions, special advertising formats)
- Events (e.g. trade fairs, conventions, in-house exhibitions, webinars)
- Capital goods (e.g. systems for ERP, ECM, WCM, PIM, servers)
- Agency services (e.g. conversion optimisation, SEM, SEO, design)

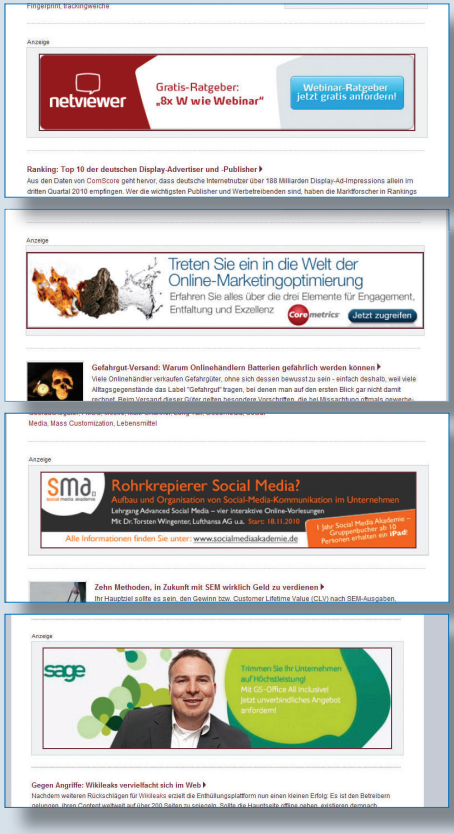
Advertise in one of the most established German Internet newsletters – first published in 1995, many subscribers from the very beginning still read "iBusiness Daily" today!

Frequency:	daily Monday-Friday
Reach:	>15,000 recipients
Lead time:	3 working days
Measurable open rate:	> 30%
Publication interval:	calendar week

Special Edition Newsletters

In parallel to the most important industry events, iBusiness sends out special newsletters on an event-related topic. Special newsletters are planned each year for Learntec (Karlsruhe) and dmexco (Cologne).

Frequency:	event-related
Reach:	up to 40,000 recipients
Lead time:	3 working days
Measurable open rate:	> 25%



Pitch ✓ Branding Leads

Permission Marketing, Banners, Newsletters: Formats and Rates

Permission Marketing

Basis - CPM total distribution list, incl. customisation	€250
Basis - CPM addresses of decision makers, incl. customisation	€350

Minimum order value: €950, including analysis of click and open rates, as far as technically possible. Samples of our mailing campaigns can be downloaded online at www.ibusiness.de/firmeninformation. Selection surcharge for CPM per criterion: €20, set-up flat rate per template and delivery: €150.

Category and Topic Sponsoring

Base price for topic sponsoring (per month)	€490
Base price for category sponsoring (per month)	€690

Minimum term: 3 months; discounts: 5% as of six months, 7,5% as of nine months and 10% as of 12 months.

Banner	CPM website rotations	CPM category bookings
Big size (WxH: 728x90 pixels)	€50	€60
ContentAd (WxH: 300x250 pixels)	€60	€70
Skyscraper (WxH: 120x600 - 200x800 pixels)	€40	€50

Minimum order value: €500, including analysis. Google's ad server targeting options are also available (e.g. frequency capping).

Newsletters	per week	per month
Premium placement (1st ad in the newsletter) max. WxH 600x120 pixels	€700	€2.400
Default placement (as of 2nd ad in the newsletter) max. WxH 600x90 pixels	€500	€1.750

Minimum order value: €950, including analysis of click/open rates, as far as technically possible.

iBusiness PremiumPlus

The PremiumPlus membership forms the basis for your comprehensive marketing strategy and online presence on iBusiness.de. The membership costs €490 per year, gives you full access to key market information, and includes the following services:

Service Provider Directory Entry

As a PremiumPlus member you have the option to enhance your service provider entry with your logo and a company video. Your company's profile is visibly listed in all related search results and can be publicly downloaded in its full version; additionally it is linked to sub-pages throughout iBusiness.de.

Service Provider of the Week

In the calendar week that best suits your preference, your company's link and logo are prominently placed on the iBusiness.de homepage and in the newsletter, as the "Service Provider of the Week".

Your Logo on the Home Page of iBusiness.de

Your logo rotates on the iBusiness home page, as well as on numerous sub-pages, with links to your company's service provider entry.

White Paper and Company Information

Submit engaging white papers; we promote your content on iBusiness.de and in our newsletters.

Press Box and Unlimited Press Releases

The PremiumPlus membership includes unlimited press release postings on iBusiness.de, as well as a one-shot mailing to our press distribution list at www.press1.de.

Job Adverts

The iBusiness job market is the largest directory for agencies and providers of interactive services within the German digital industry. Premium members have the option to list job adverts free of charge; iBusiness's job crawler automatically collects them on your website.

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iBusiness Executive Summary

Overview

Exclusively aimed at executive decision makers, the "iBusiness Executive Summary" is a print format trend letter, which is published every two weeks. Together with the iBusiness.de knowledge portal, it forms the cross-media core of iBusiness. The "iBusiness Executive Summary" is a premium service available for an additional fee, which includes in-depth trend analyses and forecasts. iBusiness's trend letter serves as a "power magazine": highly concentrated reading material for decision makers who have limited time and want to focus on key issues.

Readership Audience

The primary readers are the iBusiness Premium members, an active, high-profile group amongst the iBusiness audience. Since the trend letter is only available within the iBusiness Premium membership (€290/year), the exclusivity of the "iBusiness Executive Summary" heightens the awareness for your advertising campaign.

Distribution

The "iBusiness Executive Summary" is distributed to iBusiness Premium members every 14 days by postal mail delivery. The postal address pool includes roughly 100,000 personalised prospects in German-speaking countries. Furthermore, each current issue is distributed in alternation to an additional 2,500 target recipients.

Due to the premium character of the "iBusiness Executive Summary", advertising spaces are limited for each issue. Please contact us for further details and availability.



Frequency:	twice a month
Volume:	16-32 pages
Circulation:	approx. 4,000 copies

Distribution:

Premium members:	1,500 copies
Promotional copies:	approx. 2,500 copies

Exclusive sponsorships are available upon request

☐ Pitch ☑ Branding ☐ Leads

Management Team and HighText Publishing



Joachim Graf

is an editor, publisher, associate professor, lecturer, keynote speaker, and trend researcher. Across the German-speaking countries, Joachim is widely recognised as Future Evangelist in the fields of communication and media convergence.



Daniel Treplin

co-founded HighText Publishing (HighText Verlag) with Joachim Graf. Daniel is Head of development of iBusiness.de, as well as the Managing Director and Commercial Director of the company.

Affiliation: independent
Publisher: Joachim Graf
Managing director: Daniel Treplin
Editor-in-chief: Joachim Graf

Advertisements:
Benjamin Karg (-72)
Nikos Fucicis (-73)
Andrea Lemmen (-74)
Klaus Rügemer (-76)

Volume: 2012 – in its 21st year
Frequency: every 14 days

Publisher: HighText Verlag Graf & Treplin OHG
Address: Wilhelm-Riehl-Strasse 13, D-80687 Munich, Germany
Phone: +49(0)89/57 83 87 -0
Fax: +49(0)89/57 83 87 -99
E-mail: info@hightext.de
Internet: http://www.ibusiness.de
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Klaus Rügemer

Advertising Sales Manager

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Fax: +49(0)89/57 83 87 -99

Formats and Technical Specifications

Print Formats and Data Submission Guidelines:

Please comply with the technical data listed below for all digital templates. Trapping information from the original software will not be taken into consideration. Registration information for elements that are already separated in different colour plates cannot be used. For composite PDF files, trapping is calculated in our workflow as required. Elements that should purposely bleed must be marked separately (please provide a sample printout or drawing with precise instructions).

Format: PDF/X3 ISO 15930-6
Resolution for colour pictures: min. 300 DPI
Resolution for greyscale pictures: min. 200 DPI
Resolution for B/W graphics: min. 1,200 DPI
Colour scale: CMYK in accordance with Euroscale Fogra standard
Recommended colour profile: ISO coated v2 (ECI)
Bleed addition minimum 3 mm

- Image data must be embedded
- Fonts must be embedded
- OPI comments are not allowed
- Transfer curves are not allowed
- TrimBox must be defined
- BleedBox must be defined, including the trim
- Comments and form fields are not allowed
- Encryption is not allowed
- Transparencies are not allowed
- PDF version 1.3 (compatible with Acrobat 4)

Online Banner Formats and Data Submission Guidelines:

Please provide a template for your banner advertisement in one of the exact following pixel sizes:

Big size banner: 728x90 pixels
Full-size banner: 468x60 pixels
Skyscraper: Width 120-200 pixels; Height 600-800 pixels
Content ad: 300x250 pixels, 300x200 pixels
Logos/buttons: as specified in the order confirmation
Special advertising formats: please comply with the specifications stated in the order confirmation or in any further separate documentation potentially provided
Newsletter: as specified in the order confirmation, only GIF, animated GIF or JPG

Please deliver banners in one of the following formats:
File type: SWF, Flash 9 compatible; clickTAG must be implemented in your Flash banner
Maximum file size: 60 kB
Frame rate: 18 fps recommended, maximum 25 fps
Further options: wmode=opaque, audio default=off
Alternative file: GIF or animated GIF up to 60 kB
Target address: include URL for all advertising materials
Compatibility information: Flash version, browser version, operating system
Alternative: Javascript redirect with information on cache avoidance, positioning, and redirect click tracking

Technical Data for Standalone and Permission Marketing:
HTML code in HTML 4.01, transitional, with email subject line.
Please store image elements on your own server unless otherwise agreed. No tracking pixels or Javascript. Page width 600-800 pixels, page height unlimited, PDF attachment possible. Size of HTML code incl. attachment max. 100 kB.

The technical format specifications are part of the General Terms and Conditions. If data files are delivered in any other format than described in this document, the publisher shall not be liable for any unexpected results or damage.

Please submit all data to the publisher in electronic format only, via one of the following channels:
- E-mail: anzeigen@hightext.de, size up to approx. 20 MB
- FTP: ftp.hightext.de, user name: kunde, password: hightext
- Data carrier: DVD-R/RW or CD-R/RW

General Terms and Conditions

Disclaimer: The original German text is the only legally valid and binding version. The following English translation is for information purposes only; in case of discrepancy or dispute, the German text shall prevail.

1. "Advertisement order" (hereafter "Agreement"), as defined by the present General Terms and Conditions, refers to the agreement between HighText Publishing (hereafter the "Publisher") and an advertiser or any other buyer of advertising space (hereafter the "Client") to publish one or several advertisements or advertising materials in print and/or electronic publications, for purpose of distribution.

2. In the event of doubt, advertisement orders are to be executed within one year after the conclusion of the Agreement. If the right to call for individual advertisements is granted under the terms of the Agreement, then the order must be fully carried out not later than one year after the first advertisement appears, insofar as the first advertisement is called for and published within the time period specified above in Clause 1.

3. The Client is authorised to place additional advertisement orders to those specified in the Agreement within the defined period of time, or within the time period stated in Clause 2.

4. In case an advertisement order is not carried out due to circumstances for which the Publisher is not responsible, the Client must refund the difference between the discount granted by the Publisher and the discount applicable for the actual quantity of advertisements booked, regardless of any further legal obligations. Such refunds do not apply in the event of force majeure on the side of the Publisher.

5. Advertisement orders and third-party insert orders, placed with declared intention by the Client to be published exclusively in special issues, in specific editions or in specific places in the publication, must be submitted to the Publisher early enough so that in the event that the order cannot be executed as such, the Client can be informed prior to the issue closing date. For electronic advertisement orders that are booked for a certain date, the closing date is 14 days prior to the booked date.

6. The Publisher reserves the right to refuse advertisement orders, including individual call orders under the terms of the Agreement, and insert orders on the basis of their technical format or origin, in accordance with the Publisher's uniform, objectively justified principles; the same applies if the contents violate laws or official regulations, or if the advertisement is unacceptable to the Publisher. Insert orders are not binding for the Publisher until a sample of the insert has been submitted to and approved by the Publisher. Advertising materials, which in form or appearance give the reader the impression that they are an integral part of the publication, or which contain third-party advertising, shall not be accepted. The Client will be informed immediately if an order is refused. Advertisements that cannot be clearly identified as such due to their editorial design shall be clearly marked with the word "Advertisement" by the Publisher.

7. The Client is responsible for the timely delivery of the advertising copy and flawless data for print and electronic advertising materials and inserts. In the event that the Client does not deliver the template on time or cancels the advertisement order after the booking deadline has passed, payment is still due for the advertisement order. The Publisher shall immediately request a replacement of content for any publishing materials that are clearly inappropriate or damaged. The Publisher guarantees the quality of printing customary for the assigned publication within the limits set by the quality of the data submitted to the Publisher. All publishing materials must be submitted digitally; the technical specifications for data formats and transmission of data for print and online advertisement templates are part of the Agreement.

8. In the event that the print or electronic advertisement is printed in a wholly or partially illegible, incorrect or incomplete manner, the Client may claim a correct substitute advertisement, or a discount insofar that the purpose of the advertisement has been impaired. Should the Publisher exceed a reasonable period of time until publishing the substitute advertisement or if it should once again be incorrect, the Client is then entitled to a discount or an order cancellation. Indemnity claims based on positive breach of obligation, culpa in contrahendo or tort are excluded – especially in the case of orders placed by telephone. Indemnity claims due to impossibility of performance or delay are restricted to the compensation of the foreseeable loss and, in the amount, to the remuneration to be paid for the advertisement or advertising insert in question.

This does not apply to wrongful intent and gross negligence on the part of the Publisher, its legal representatives and its vicarious agents. The Publisher's liability for damages owing to the lack of warranted qualities remains unaffected. Similarly, the Publisher is not liable for gross negligence of vicarious agents in commercial business transactions; in the remaining cases, the liability for gross negligence is restricted in its extent to the foreseeable damage up to the amount of the rate for the advertisement in question. Complaints must be put forward within four weeks of receiving the invoice and receipt information.

9. If the Client orders a fee-based entry combined with a free editorial text order (e.g. logo with company information), the Client shall only be entitled to a discount for the fee-based part of the advertisement, which is printed in a wholly or partially illegible, incorrect or incomplete manner. In the event of erroneous editorial text, the Client shall not be entitled to a discount or replacement of the advertisement.

10. Proofs are only provided on special request and are subject to an additional fee. The Client shall bear the responsibility for the correctness of the returned proofs. Any necessary or requested correction or change of print templates shall be invoiced based on related expenditures.

11. Placement requirements are only valid upon written confirmation by the Publisher. Placement requests for inserts are not possible.

12. If no specific size is stipulated, the actual print size height, customary for the type of advertisement in question, will be used as a basis for invoicing.

13. Interest and collection costs shall be charged in the event of a delay in payment or payment extension. In the event of a delay in payment, the Publisher is entitled to suspend the execution of the current order and request advance payment for the remaining advertisement. If there is reasonable doubt regarding the Client's ability to pay, the Publisher is entitled, even during the term of the Agreement, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid invoices, regardless of previously agreed upon terms of payment.

14. The Client shall bear the costs for the production of ordered printing data and drawings, and for any substantial changes in previously determined formats, which the Client may request or be responsible for.

15. In the case of an Agreement involving several advertisements, the Client may be entitled to a discount resulting from a reduction in the circulation. If the total average circulation in the insertion year, beginning with the first advertisement, is less than the average amount stated in the price list or otherwise, or – if no circulation amount is stated – is less than the average circulation of issues from the previous calendar year. A reduction in circulation shall grant the Client the right to a discount, only if it amounts to less than 50% for a circulation of up to 50,000 copies and to less than 25% for a circulation of a larger volume.

16. The Publisher declines all responsibility for the loss of individual inserts during distribution or if electronic advertisement types are erroneously displayed for individual recipients.

17. The Publisher shall handle replies to classified ads with all due diligence. The replies shall be forwarded to the Client by ordinary post or e-mail in a timely manner. In the interest of and to protect the Client, the Publisher reserves the right to open and check incoming offers in order to prevent misuse of iBusiness's classified ad service. The Publisher has no obligation to forward any spam-like business promotions or job agency offers.

18. The Publisher must receive cancellations of advertisement and insertion orders in due time prior to the issue closing date. Cancellations of advertisement orders for specific issues, special issues or placements in the publication are only possible if explicitly agreed upon. In the event the Publisher accepts the cancellation, such acceptance must be in writing and the cancellation may be subject to additional charges for incurred typesetting or production costs at the Publisher's discretion. If no cancellation date has been defined, a deadline of at least 14 days prior to the publication date applies as the last possible date to cancel.

19. Force Majeure, business interruptions, strike, as well as any other situation, over which the Publisher is unable to exercise decisive control, release the Publisher from incurred liabilities.

20. The Client indemnifies the Publisher against any third-party claims resulting from violations of the advertisement/s against legal regulations, in particular the German Copyright and Competition Protection laws.

21. The Publisher only accepts electronic templates and publishing materials for all advertisement types. The Publisher has no obligation to store provided materials and/or templates. Templates that are prepared on behalf of the Client are made available in digital format to the Client.

22. Exclusively in the event of wrongful intent or gross negligence shall the Publisher be liable for types of errors resulting from advertisement orders made by telephone.

23. All discount forms are inapplicable in the event of Client bankruptcy, insolvency and court-imposed settlements.

24. Concluded Agreements and the present Terms and Conditions are subject to the jurisdiction of the German courts of the Publisher's registered place of business and shall be governed by German law.

1&1 Internet AG
10eG visual GmbH
3M Deutschland
3Pagen
9dot ventures GmbH & Co. KG
ABB AG
Acxiom Deutschland GmbH
ADAC e.V.
Adam Opel AG
adidas Group
Adler Modemarkt AG
Adobe Systems gmbH
Aesculap AG
Alfred Kärcher Reinigungssysteme
Allegra
Allianz Deutschland AG
Alte Leipziger
Amazon.de GmbH
apetito AG
APTEAN Truiton GmbH
Arcor AG & Co. KG
Arvato Bertelsmann
arvato systems Bertelsmann
AUDI AG
Auto Business Verlag
AutoScout24
Autovision GmbH
AVAG Holding SE
Avaya
Avnet Technology Solutions GmbH
AWG
AXA Colonia Konzern AG
Axel Springer AG
AZ Direct GmbH
B.Braun Melsungen AG
BAHAG AG
Basler Versicherungen
Bauer Vertriebs KG
Bauhaus
baumarkt direkt Gmbh & Co KG
Bausparkasse Schwäbisch Hall AG
Bavaria Film GmbH
Bayer AG
Bayerischer Rundfunk
Bazaarvoice GmbH
bbw Nürnberg
BCD Travel Germany GmbH
Bechtle IT-Systemhaus
Beiersdorf AG
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Bertelsmann AG
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bet-at-home.com Entertainment
BHW Holding AG
BILD digital GmbH
Bitburger Braugruppe GmbH
Bizerba GmbH & Co. KG
BKW FMB Energie AG
BLANCO GmbH + Co KG
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bon prix Handelsgesellschaft GmbH
Bosch Communication Center
BP Europa SE
Breuninger GmbH
BSH
BT (Germany) GmbH & Co. oHG
BTC AG
Burda Direkt
buw holding GmbH
Cablecom GmbH
Capgemini Deutschland GmbH
cbs interactive
cebacus mediaconcert
cecil gmbh
cewecolor ag
Charles Vögele Trading AG
ClickandBuy Marketing AG
Commerz Finanz GmbH
Commerzbank AG
Commission Junction
COMPAREX AG
Computacenter
Conrad Electronic SE
Continental Reifen Deutschland
COS Memory AG
Cosmos Direkt
CSC
CTS Eventim AG
D. Swarovski KG
DD+V Mediengruppe
debis Systemhaus
Decathlon Sportartikel
DEDON
Deere & Company
DekaBank
DEKRA Akademie GmbH
Delticom AG
DESY
DeTeMedien GmbH
Deutsche Bahn AG
Deutsche Bank AG
Deutsche Card Services GmbH
Deutsche Krankenversicherung AG
Deutsche Post AG
Deutsche Postbank AG
Deutsche Telekom AG
DHL
DHL Global Mail
DialogTicket.com / DialogVox.com
diehl
digicast
Distrelec
Douglas
DP AG
Drägerwerk AG
Dresdner Bank AG
dtms AG
eBay
EF Sprachreisen
e-force
Eisenbahn-Bundesamt
eismann Tiefkühl-Heimservice
Electrolux Hausgeräte
Electronic Partner GmbH
EMP Merchandising HGmbH
Emporium Hamburg Münzhandels-gesellschaft mbh
EMS
EnBW Energie Baden Württemberg
EOS
E-Plus Mobilfunk GmbH & Co. KG
Euler Hermes Credit Insurance
Euro RSCG ABC Hamburg
EWE Aktiengesellschaft
EWE TEL GmbH
Fahrzeug-Werke LUEG AG
Faurecia automotive seating
Festo AG & Co. KG
Festo Didactic GmbH&Co.
Flughafen Düsseldorf
Ford
Fraport AG
Fraunhofer-Gesellschaft
freenet AG
Fressnapf Tiernahrungs GmbH
Fritz EGGER GmbH & Co. OG
Fuhrländer AG
Fujitsu Technology Solutions GmbH
G+J EMS GmbH
GALERIA Kaufhof GmbH
GELSENWASSER AG
General Solar Systems GmbH
GENERALI Versicherungen
Georg von Holtzbrinck GmbH
GFT Technologies AG
GIZ
GN Netcom
Google Deutschland GmbH
Gothaer Allgemeine Versicherung
Gothaer Krankenversicherung
Griesson - de Beukelaer GmbH&Co. Groupon
Gruner + Jahr AG & Co KG
H&D International Group
H.C. Starck GmbH
Hamburger Sparkasse AG
Hamburg-Mannheimer
Hannoversche
Hansgrohe AG
Hansrohe SE
Hassia Mineralquellen GmbH
Haufe-Lexware Services GmbH
Hauni Maschinenbau AG
Haw Hamburg
HBM
HDI-Gerling
Heidelberger Druckmaschinen
Helaba
Henkel KGaA
Heraeus Holding GmbH
Hermes Logistik Gruppe Deutschland
Hessischer Rundfunk
Hewlett Packard
HGK Hotel- und Gastronomie-Kauf eG
Hilti AG
Hochtief
Hoffmann Group
Homebusiness Online
Horstmann Group
Hosers & Schweitzer oHG
Hotelplan AG
HSE24
Hubert Burda Media
Hurra Comminications GmbH
HVB
hybris GmbH
HypoVereinsbank AG
IBM Deutschland GmbH
IBM e-business Innovation Center
IBM Global Services
IBM Learning Services
IBM Österreich
ICI Paints Deco GmbH
IKB Private Equity GmbH
IMP
Infineon Technologies AG
infoscore Consumer Data GmbH
Intel Corp.
Intel GmbH
Interdiscount
IQbiz GmbH
ITEV
Janus Electronic GmbH
JCL E-Commerce
Jobup AG
Jungheinrich AG
Kapsch AG
Karstadt Warenhaus GmbH
Kaufhof Warenhaus AG
Kaufland Stiftung & Co. KG
KfW Bankengruppe
KG EOS Holding GmbH & Co
KHG Trade
Klarna GmbH
Klüber Lubrication
Koch, Neff & Volckmar GmbH
KOMSA AG
KPMG
KSB AG
Kyte Europe
Lastminute.com
Leifheit
Logica Plc
Lonza Cologne GmbH
LOTTO Hessen
Ludwig Görtz GmbH
Mainova Aktiengesellschaft
MAN Truck & Bus AG
Mannesmann Arcor
marcus evans Germany Ltd
Marketing Service West GmbH
Materna GmbH
Mazda Motor Corporation
McFit GmbH
MediaInnovations
Media-Saturn
MEDION AG
Merck KGaA
Messe Frankfurt
Metro AG
mfi management für immobilien AG
Microsoft Deutschland GmbH
MicroTouch Systems GmbH
Mindshare
Mission Leben GmbH
Mitsubishi Electric Europe B.V.
M-net Telekommunikations GmbH
Mohn Media
Monster Worldwide
Motor Presse Stuttgart GmbH & Co. KG
MTU Friedrichshafen GmbH
MTV Networks
Multimedia Software
Münchener Rück
Naspa
Nestle
NETRADA Europe GmbH
Netrada Management GmbH
NETZSCH Gruppe
nionex GmbH
Nokia GmbH
NORD/LB
Norddeutsche Affinerie
Norddeutsche Landesbank Girozentrale
Norddeutscher Rundfunk
NRW.BANK
Nürnberger Versicherungen AG
o2 (Germany) GmbH & Co. OHG
OBI E-Commerce
OC&C Strategy Consultants GmbH
Oettinger Davidoff Group
Olaf Kühn
Omnicorp
Omniture
OMV AG
OSRAM GmbH
Österreichische Volksbanken-AG
OTTO GmbH & Co KG
P.M. Magazin
PA Consulting Group
Panasonic Marketing Europe GmbH
Parfümerie Douglas
Pixelboxx GmbH
Playboy Deutschland
Plus Online GmbH
Polo Ralph Lauren
Postbank AG
PostFinance
Presse-Vertriebs-Gesellschaft KG
Price Waterhouse Cooper
Promarkt.de GmbH
ProSiebenSat.1 Media AG
Provinzial Rheinland
PVA/Sozialversicherung
QSC AG
Quest Software
Quip24
QVC Germany Group
R+V-Allgemeine Versicherung AG
Ratiopharm GmbH
ReachLocal GmbH
real,- international holding gmbh
real,- SB Warenhaus GmbH
Recommind GmbH
Recruiting Specialist Social Media
REHAU
Rewe Unterhaltungselektronik GmbH
REWE-Informations-Systeme GmbH
Robert Bosch GbmH
Robert Bosch GmbH
Robert Half Technology
Roche Diagnostics Deutschland
Ruhr-Universität Bochum
Rundfunk Berlin-Brandenburg
RUNNERS POINT
Runners Point Warenhandelsge-sellschaft mbH
RWE AG
s.Oliver
SAG
Sal. Oppenheim jr.&Cie.
Samsung Electronics
Santander Consumer Bank AG
Sapient GmbH
SAS Deutschland
SBB Infrastruktur
Schäfer Shop GmbH
Schering AG
Schwab Versand GmbH
Schwäbischer Verlag GmbH und Co.KG
Scout24 Holding
Searchteq
SEARCHTEQ GmbH
Sennheiser electronic
SevenOne Intermedia
Shell Markets (Middle East)
SICK AG
Siemens AG
Siemens Business Services
SIGNAL IDUNA Gruppe
silhouette
Sixt
skillnet
SMAS-Media
Somfy
Sonepar Deutschland Information Services GmbH
Sonopress GmbH
Sony DADC AG
Sony Deutschland GmbH
Sony Music Entertainment Germany
Sparkasse KölnBonn
SparkassenVersicherung
STA Travel
STABILO International
Stadt Essen
Stadtwerke München
Stadtwerke München GmbH
StadtWien/Pressedienst
Staples Deutschland GmbH & Co KG
Star Publishing GmbH
Sto AG
Stuttgarter Versicherung
Styria IT Solutions GmbH & CoKG
SV SparkassenVersicherung AG
SWM GmbH
Sybase GmbH
Tchibo GmbH
TeamBank AG
Telefonica o2 Germany
Telekom Austria AG
Telekom Deutschland
Telekurs Card Solutions GmbH
Thalia Holding GmbH
Thüga AG
ThyssenKrupp Access Holding
ThyssenKrupp Bilstein GmbH
TK-Beratung Becer
TMD
T-Mobile Deutschland
T-Nova
topac MultimediaPrint GmbH
Tremco illbruck International
TSI MMS GmbH
TSS
T-Systems CDS GmbH
TÜV Süd
T-Venture
Tyco Electronics AMP GmbH
U. I. Lapp GmbH
UN.media TV-und Filmproduktion
Unilever
Unister GmbH
Unite internet Media
Unity Media GmbH
UPC
Valora Media Switzerland AG
ValueClick Deutschland GmbH
vente-privee.com
Verbe-Publicis France
Vereinsbank AG
Verlag Heinrich Vogel
Verlagsgesellschaft Madsack GmbH
Versandhaus Walz GmbH
VHV Versicherungen
VNR Verlag für die Deutsche Wirtschaft AG
Vodafone D2 GmbH
Vogel Druck und Medienservice
Volksfuersorge
Volkswagen AG
Volkswagen Bank
VTG AG
Wacker Chemie GmbH
WAGO Kontakttechnik
Wall AG
Weltbild Verlag
Westfalia Werkzeugcompany
Wieland-Werke AG
Wilken
WILO SE
Win2day
Wincor Nixdorf International GmbH
Wipro Technologies GmbH
wissen.de
WITT WEIDEN
WMF Württembergische Metallwa-renfabrik AG
WRS Verlag
Würth Elektronik GmbH & Co. KG
Zanox AG
Zeitungsgruppe Thüringen
Zollner Elektronik AG
Zumtobel AG

