



concentrate IT

the leading magazine for server based computing | SBC

Rate card

Valid from 1 June 2006	Advertising rates no. 1 / valid from 1 June 2006
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Positioning

concentrateIT gives attention to topics around Thin Clienting and Server-based Computing. Success stories, interviews with CIOs of different companies, background reports from the market, technical innovations and company portraits provide (IT) decision makers with information at the highest level.

Target group

CIOs, CEOs, executive administrators, middle management

Circulation	Copy price	Frequency	Volume	Language
10.000	5 Euros	four editions per annum	52 pages	German / English

Advertising rates / advertorial / cover folder

Page	4c	Exemplars*
4th cover page	3.500 Euros	200
2nd and 3rd cover page	3.300 Euros	150
full page	3.000 Euros	100
1/2 page	1.900 Euros	75
1/3 page	1.400 Euros	50
advertorial	3.300 Euros	150
cover folder	1.000 Euros, 1 Euro per additional exemplar (plus copy price)	200

* With booking an ad you get the stated number of magazines to distribute them to your (potential) costumers and partners.

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Technical facts	
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Terms of payment

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