IT WELT.at

Online

2025

Digital advertising for IT decision makers and professionals

2025

B2B Audience

ITWELT is the leading Austrian IT business portal, specializing in information technology and telecommunications. It primarily targets decision makers in companies for whom IT and telecommunication play a strategically decisive role.

1. Focus on big companies
29% work in companies with 50 or more employees

2. Focus on professionals
IT-industry: 52.8%
Users: 30.9%
Private: 16.3%

3. Decision making authority
32% decide on their own
34% with others
24% make proposals for decisions

4. Gender
22% are women
78% are men

5. Age
18-24: 16%
25-34: 25%
35-44: 17%
45-54: 18%
55-64: 13%
65+: 11%

Source: Premium club and newsletter-registration details.
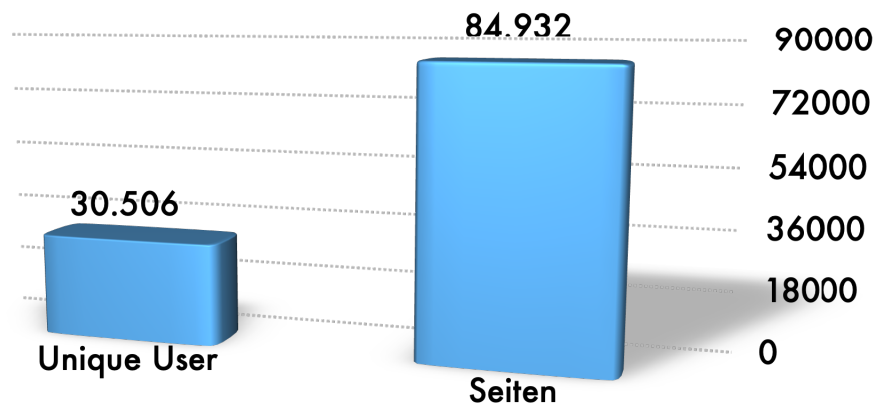
Branch leader for 30 years

ITW Verlag GmbH is the leading business newspaper in Austria for the whole area of IT and telecommunication - since 30 years.

Audience: CEOs, CIOs, IT-Professionals

Registered Premium Readers

- ● CEO
- ● CIO / CTO
- ● IT Eperts
- ● Consultant
- ● Manager Non-IT
- ● Expert (Non-IT)
- ● Others
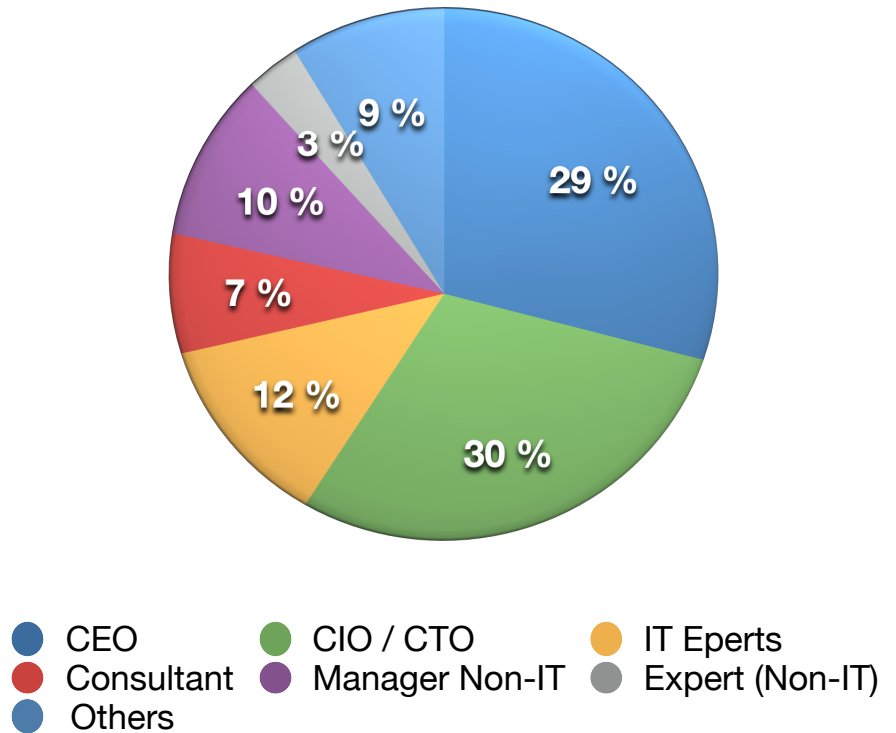
ITWELT.AT

Source: Analytics, September 2024

PODCAST /
TV Interview

This is how you can be present in our multimedia program.

1. Podcast „Business Insights"

An editor of ITWELT will visit you in your headquaters and is recording an interview with one of your senior managers (optional also via video conferencing software)
The interview will be cut and broadcasted on itwelt.at, in our newsletter, and on all mayor podcast platforms (Apple, Amazon, etc.)
Advertisement 1 week on itwelt.at, in social media and via email.

Price: 2.500 Euro

2. TV Interview

Our video team will visit you in your headquaters and is recording an interview with one of your senior managers (optional also via video conferencing software). The interview will be cut to 20 min. length, and promoted on Itwelt.at, via Email and on our itwelt Youtube channel for a week. We guarantee for a minimum of 2.000 views. Also as a livestream!

Price: 2.900 Euro
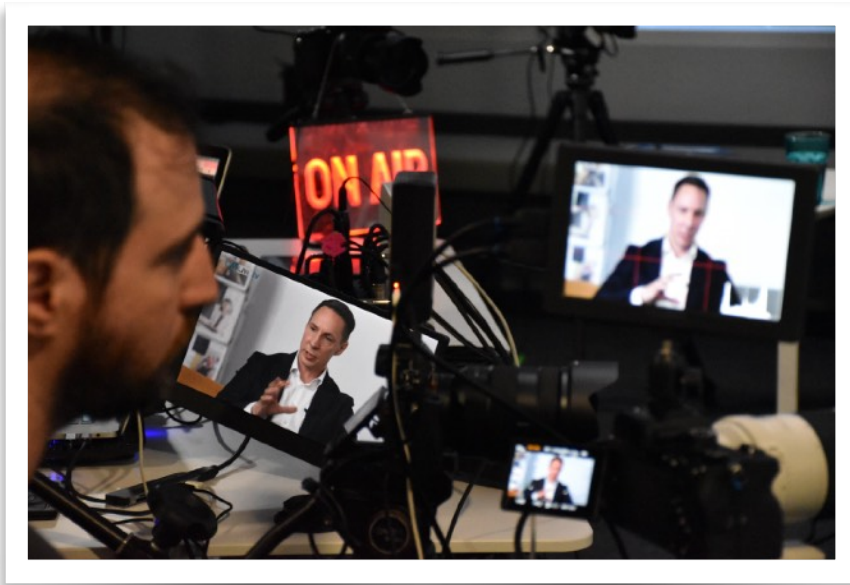
Brand advertising

Surveys indicate that brand advertising on the web has double the effect than conventional media.

1. Leaderboard
With a size of 728x92 pixels, the Leaderboard is the largest advertising form and is positioned prominently next to the logo. Use it for maximum attention.

2. Special ads
The space at the beginning of the context sidebar is prominently visible at the beginning of the editorial content and achieves high click rates.

3. Content Ad
The Content Ad (MPU, 300x250) stands out due to its position within the editorial area. There is ample space available for the advertiser's design and information.
Best suited for video-ads.

4. Skyscraper
With an advertising area of 160x600 pixels, the Skyscraper provides plenty of space for information and attractive visualisations. It is located on the right, grabbing users' attention outside of the actual website.

5. Fullbanner
The 468x60 pixels banner is located within the news area.

1. Super Banner od. 6. Fullbanner

2. Special Banner

3. Medium Rectangle

4. Sky / Halfpage Ad

5. Banner

Brand advertising on ITWELT.at

Whether it's a Leaderboard, Content Ad or a Fullbanner: advertising on itwelt.at means visibility within a high-class environment.

In contrast to other online-media, we don't offer advertisment in forums, download or game areas. Your advertisment has maximum visibility within the editorial content.

Rates

Branded advertisment is calculated in cost per thousand impressions, starting from 19 Euro. Ask us for special promotional tools like sponsored links and newsletters.

Top 1000 Premium

Rank your company ahead of the competition.

Advantage 1: more text, more visibility
Your entry contains an additional logo, short text and long description.

Advantage 2: top of search results
You will be ranked on top of search results, with your company logo and additional information.

Advantage 3: more advertising on ITWELT.at
Your company will be displayed with product categories and logo on ITWELT.at articles and related content pages. Reach 40,000 additional impressions per year!

Advantage 4: extra print advertising
Your company logo and short description will be printed in the A-Z listing of the ITWELT special edition „TOP 1000", reaching 50,000 IT-professionals and CIOs.

The Austrian IT-Industry Database

Austria's largest database for the IT-industry, with detailed information about products, revenues and contacts. You need a supplier for network storage in Vienna, and a contact person from the marketing department? On Top1000.at you will find everything you need.

The biggest manufacturers, distributors and service providers are available with revenues, regions, products, contacts and much more useful information.

The data is published annually as a ITWELT special edition reaching 50,000 IT-professionals and CIOs. TOP 1000.at answers on average over 1,000 requests per day.

With the Premium Entry in TOP 1000 your customers will find you much better with our advanced product and service search. Your logo will also be shown on itwelt.at

The yellow pages of the IT in Austria

Top1000.at

In Artikeln auf itwelt.at

Costs

The Top 1000 Premium entry costs only 990 Euro for one year.
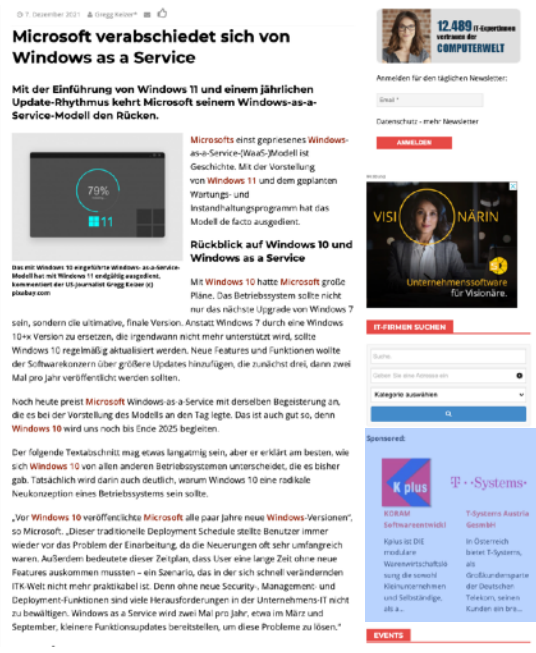
Special advertising

Partnerzones, Promotions, Newsletter, Sponsored Links

1. Partnerzone

The Partnerzone ist a mini-website within the editorial content. You provide us with graphics and content, we design the page and add editorial content. The Partnerzone is advertised on the ITWELT homepage.

2 Promotions & Newsletter

Your advertising text will be published on the homepage within the news section. Additionally, it will be sent with the ITWELT Newsletter. The link leads to a subpage, where you can place up to 3,000 characters plus a photo and link to your homepage. Monday Friday sees a maximum of 5,501 subscribers.

3. Topic Promotion

Your advertising text will be published on the homepage of a special topic (i.e. /hardware). The link leads to a subpage, where you can place up to 3,000 characters plus a photo and link to your homepage.

4. Special newsletter

In conjunction with the ITWELT editors we create a special newsletter with your contents. The newsletter will be sent out exclusively to the subscribers of the CIO list.

5. Sponsored Links

Your advertising text will be shown below the editorial articles.
High clickrate!
Costs per thousand impressions, you define your budget.

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Werbeform	Format	Kosten
Homepage Button	120 x 60 Pixel, max. 40 KB	TCP 29,-
Fullbanner	468 x 60 Pixel, max 40 KB	TCP 49,-
Wide Skyscraper	160 x 600 Pixel, max 60 KB	TCP 99,-
Ad Bundle	160 x 600, 300 x 250, 728 x 90 alternating or performance	TCP 99,-
Super Banner	728 x 90 Pixel, max 60 KB	TCP 99,-
Medium Rectangle	300 x 250 Pixel, max 60 KB	TCP 99,-
Halfpage Ad	300 x 600 Pixel, max. 80 KB	TCP 129,-
Promotion & Newsletter	Native Ad homepage 1 day & newsletter to 3.800 subscribers 300 char. text, logo for newsletter 3.000 char. text und pictures for promotion page	1time: 470,- 2times: 700,- 3times: 900,- 4times: 1.100,- 5times: 1.300,-
Newsletter Banner	Superbanner in newsletter	1 week: 890,-
TOP 1001 Premium entry	Maximum visibility in yellow pages and ITWELT.at	1 year: 750,-
Sponsored Link	Text & Link below articles, 120 characters	TCP 29,-
Partnerzone	Mini-Werbeseite im redaktionellen Umfeld der ITWELT	ab 4.000,- / Monat
Themen Promotions	300 Zeichen + Logo auf Themen-Unterseite (ZB Hardware), 3.000 Zeichen Text und Fotos	190,- / Woche
Special-Newsletter	From yours and editorial contents, 7.100 readers	1.800,-
Year package	Multiple ad bundles (110.000 page impressions)	2.555
Livestreaming	We are live-streaming your event with 3 cameras	From 1.900,-