

2025

Online



## Digital advertising for IT decision makers and professionals

The screenshot shows the IT WELT.at website interface. At the top, there is a navigation bar with links for 'ROUNDTABLE', 'THEMEN', 'EVENTS', 'IT-JOBS', 'TOP 1000', 'PRINTAUSGABEN', 'ABOS', and 'LOGIN'. Below the navigation bar, there is a search bar and a date indicator '16. NOVEMBER 2023'. The main content area features a large news article titled 'Österreichische Super-App JUHUU und Repark vereinfachen das Finden und Buchen von Parkplätzen'. To the right, there is a 'PROMOTION' section with an advertisement for IDC's 'Cloud in Deutschland und Österreich 2023' study. Below the main article, there are two smaller articles: 'Agile IT-Transformation in acht Schritten' and 'Schneller er-EDIGT! - Effizienter arbeiten mit EDI'. A video player for an 'Executive Roundtable' is also visible.

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2025

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## 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%

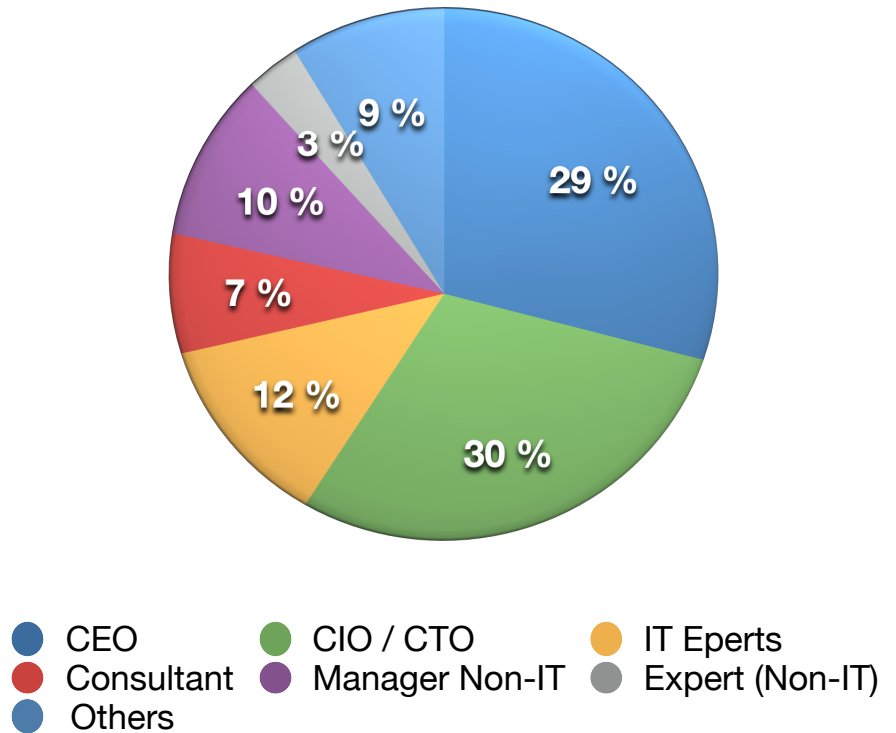
Source: Premium club and newsletter-registration details.

### Branch leader for 30 years

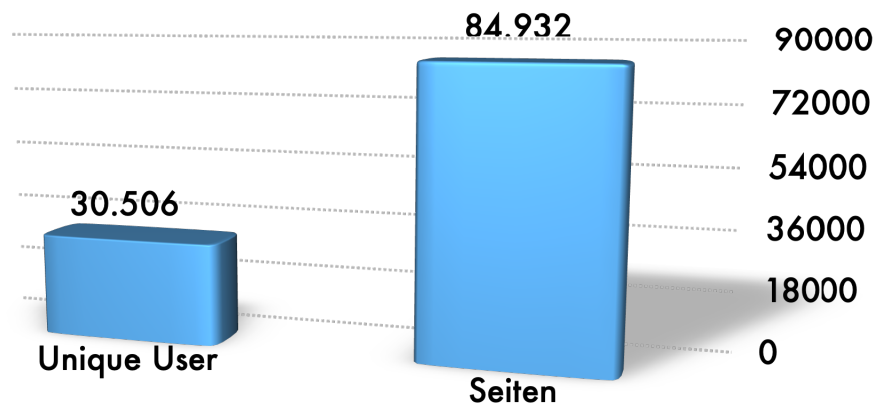
ITW Verlag GmbH is the leading business newspaper in Austria for the whole area of IT and telecommunication - since 30 years.

## Audience: CEOs, CIOs, IT-Professionals

### Registered Premium Readers



## ITWELT.AT



Source: Analytics, September 2024



# PODCAST / TV Interview

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

## 1. Podcast „Business Insights“

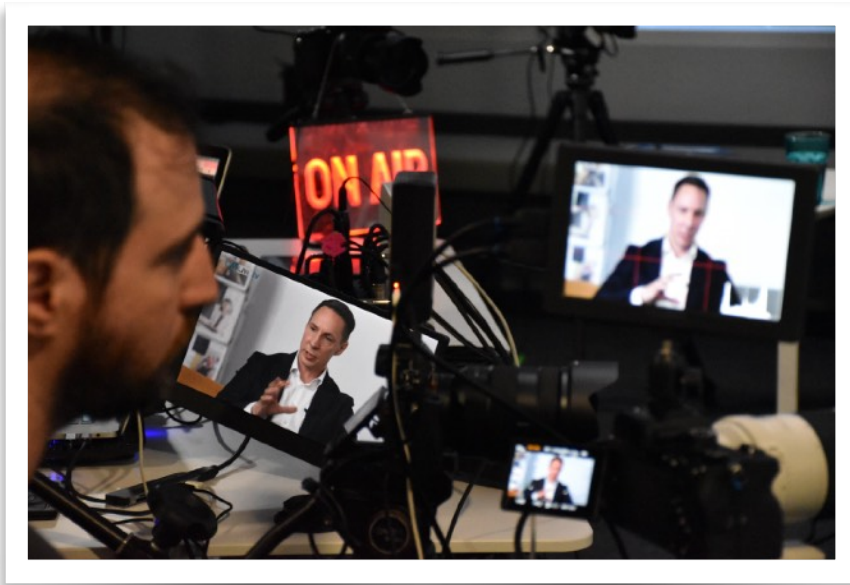
An editor of ITWELT will visit you in your headquarters and is recording an interview with one of your senior managers (optional also via video conferencing software)  
The interview will be cut and broadcasted on itwelt.at, in our newsletter, and on all mayor podcast platforms (Apple, Amazon, etc.)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

5. Banner

## Brand advertising on [ITWELT.at](https://www.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 advertisement in forums, download or game areas. Your advertisement has maximum visibility within the editorial content.

### Rates

Branded advertisement 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.

## Costs

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

# 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.

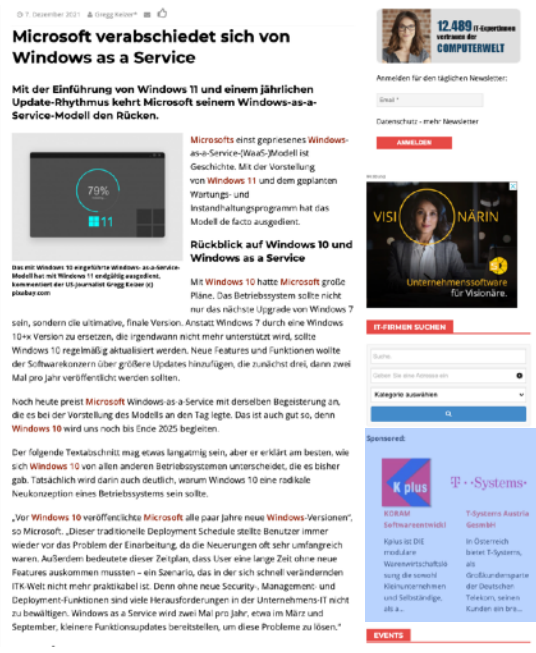
The data is published annually as a ITWELT special edition reaching 50,000 IT-professionals and CIOs. TOP 1000.at answers on average over 1,000 requests per day.

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](http://itwelt.at)



The yellow pages of the IT in Austria

[Top1000.at](http://Top1000.at)



In Artikel auf [itwelt.at](http://itwelt.at)



# Special advertising

## Partnerzones, Promotions, Newsletter, Sponsored Links

### 1. Partnerzone

The Partnerzone is 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.



CIO Next-Generation-Security, Donnerstag 21. Februar 2019 09:04, dass 5, Mail to: citemp@brunel...



Die steigende Anzahl der Schlagzeilen über groß angelegte Cyberattacken macht deutlich, dass sich eine verlässliche IT-Sicherheit fortwährend weiterentwickeln muss, um neue Gefahren erfolgreich abzuwehren.

werbung



Letzte Meldungen zu Next-Gen-Security

#### Wie sicher sind Unternehmensdaten?



Der Europäische Datenschutzrat rügte einmal mehr im Brieffeld, wie Unternehmen ihre Daten schützen. Denn sichere Nutzung ist entscheidend für die Zukunft eines jeden Unternehmens. Dabei wächst das Datenvolumen kontinuierlich. [...]

#### Wie KI ist die IT-Security?



Marktforscher sind sich einig: Wir stehen heute am Beginn des KI-Zeitalters. Da wie in jeder anderen Anfangsphase auch oft mehr Schein als Sein herrscht, werden Produkte als smart angepriesen, deren Intelligenz sich einzig auf das Marketing beschränkt. [...]

Arbeitswissenschaftliches Kolloquium und verleiht in Anerkennung besonderer Leistungen den Ludwig-Wilhelm-Ries-Preis.

- DIGITAL WORKSPACE
- KONFERENZ
- LANDWIRTSCHAFT

Bund um die Uhr: Welcome Desk & Helpdesk als zentrale, Multisprachige Hilfe im Kundensupport.

#### ÄHNLICHE ARTIKEL



# ITWELT.at

## 2025

### Pricelist

effective from 1.1.2025

all prices are subject to changes

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,-