

# <kes>

The Information Security Journal

## MEDIA KIT 2017





## 1. Magazine title

<kes> - The Information Security Journal

## 2. Short profile

<kes> is the leading trade magazine in the field of IT Security.

<kes> is a bimonthly publication and features high quality and editorially independent articles about topics such as Internet security, electronic signature, encryption and access control as well as legislation and political aspects of IT Security. Six special issues each year provide in-depth coverage of highly topical subjects.

## 3. Target group

<kes> is intended for everyone who is in charge of IT Security for enterprises and authorities. <kes> readers are typically IT Security and data centre managers in the biggest commercial enterprises, financial institutions and the most important authorities in Germany, Austria and Switzerland.

**Circulation: ca. 9,000 copies.**

## 4. Publication dates

bi-monthly, 6 issues p.a.

## 5. Magazine format

210 mm wide, 297 mm high

## 6. Edition

33th edition 2017

## 7. Rates

Annual subscription  
Single issue

Domestic € 135.00 International € 159.30  
€ 25.00

## 8. Organ

Contains the official organ of the BSI - Bundesamt für Sicherheit in der Informationstechnik (Federal Office for Information Security), Bonn

- ASW (German Association for Security in Industry and Commerce)
- Bavarian IT Security and Safety Cluster
- German Publishers and Booksellers Association
- it-sa Benefiz e.V.

## 9. Memberships & Partners

- Deutscher Sparkassenverlag (publishing house of the German savings banks association)
- TeleTrust
- it-sa, the IT Security trade fair

## 10. Publisher

Publisher's address

Phone  
Fax  
Internet  
E-Mail

DATAKONTEXT GmbH  
Augustinusstraße 9d, 50226 Frechen  
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## 11. Issuer

## 12. Advertisements

Advertising manager

DATAKONTEXT GmbH

Birgit Eckert (responsible)  
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## 13. Editorial office

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Please send press releases to:  
[pressemittelungen@kes.de](mailto:pressemittelungen@kes.de)



## 1. Advertising formats and rates (prices in EUR)

Format	Format (Width x height mm)		Basic price s/w	2-Colours* *Prices apply for ISO-colours	3-c Colours*	4-Colours*	
	Type area	Trimmed page add 3 mm trimming edge					
1/1 full page		164 x 245	210 x 297	1,950	2,350	2,744	2,960
2/3 page	vertical	107 x 245	136 x 297	1,540	1,932	2,326	2,560
1/2 page	across	164 x 120	210 x 140	1,230	1,622	2,015	2,250
	vertical	78 x 245	107 x 297				
Junior page			134 x 190	1,230	1,622	2,015	2,250
1/3 page	across	164 x 80	210 x 100	880	1,280	1,672	1,900
	vertical	50 x 245	79 x 297				
1/4 page	across	164 x 60	210 x 80	650	1,050	1,444	1,600
	corner panel	78 x 120	107 x 140				
2. Inside front cover / inside back cover			210 x 297				3,300
3. Outside back cover			210 x 297				3,000

## 2. Premium Ads

Positioning	Preferred position	+ 10% (B/W)
Colour	Per process colour (Euroscale)	€ 385.00
	Additional charge 4-Colours	€ 1,000.00
	Per spot colour (Euroscale)	€ 500.00

Formats      Bleed ads 10% (B/W)

## 3. Discounts (insertions within a 12-month period)

2 advertisements	10%
4 advertisements	15%
6 advertisements	20%

## 4. Columns "Events and Education"

Format	Format Width x height in mm	Basic price b/w	2c* *Prices apply for ISO-colours	3c*	4c*
1/2 page					
across	164 x 120	720	1,112	1,500	1,690
1/4 page					
corner panel	78 x 120	390	775	1,162	1,350

Further formats on request.

Discounts    see #3 Discounts  
plus the company's logo free of charge  
(incl. link to [www.sicherheitstermine.de](http://www.sicherheitstermine.de))

### Column "Who offers what?"

Rates      € 2.90 per mm and column (B/W)  
€ 150.00 (4-Colours) or spot colour,  
non-recurring per issue (€ 50.00 per colour)



Issue	Release Date	Ad Deadline/ Print-Deadline	Topics	Fairs/Events/Distribution
1	13 March 2017	<b>15 February 2017</b> 21 February 2017	<ul style="list-style-type: none"> <li>• CeBIT Preview</li> <li>• Risk Management</li> <li>• TeleTrust Supplement</li> </ul>	CeBIT Hannover 20–24 March 2017  Future Thinking 25–26 April 2017  EIC Conference Munich 09–12 May 2017
			<b>Special**:</b> CeBIT 2017	
2	08 May 2017	<b>12 April 2017</b> 19 April 2017	<ul style="list-style-type: none"> <li>• Security Standards</li> <li>• Preview BSI-Kongress</li> <li>• Review CeBIT</li> </ul>	BSI-Congress Bonn 16–18 May 2017  all about automation essen 21–22 June 2017  protekt leipzig 21–22 June 2017
			<b>Special**:</b> IT-Security in authorities and communes	
3	03 July 2017	<b>07 June, 2017</b> 14 June 2017	<ul style="list-style-type: none"> <li>• Malware Trends and Defense</li> <li>• Computer Forensics</li> </ul>	
			<b>Special**:</b> IT-Security for Smartphones, Tablets & Co.	



Issue	Release Date	Ad Deadline/ Print-Deadline	Topics	Fairs/Events/Distribution
4	14 August 2017	<b>19 July 2017</b> 24 July 2017	<ul style="list-style-type: none"> <li>• Identity and Access Management (IAM)</li> <li>• Hardware Security (TPM, HSM, Chip cards...)</li> </ul>	all about automaton leipzig 27–28, September 2017
			<b>Special**:</b> Critical infrastructure	
5	02 October 2017	<b>06 September 2017</b> 14 September 2017	<ul style="list-style-type: none"> <li>• Preview it-sa Expo/Congress</li> <li>• Data protection</li> <li>• TeleTrust Supplement</li> </ul>	it-sa Expo/Congress Nuremberg 10–12 October 2017
			<b>Special**:</b> it-sa visitor guide	
6	11 December 2017	<b>15 November 2017</b> 21 November 2017	<ul style="list-style-type: none"> <li>• Physical security</li> <li>• Questionnaire for the &lt;kes&gt;/Microsoft Security Survey 2018</li> <li>• Review it-sa Expo/Congress</li> </ul>	
			<b>Special**:</b> Malware	

\*Before each <kes> issue you find more topics in our <kes> mailing

**Regular topics:** business continuity, content security, internet security, intrusion detection, encryption, managed security services, IT baseline protection, biometrics, education, data protection, UPS, air conditioning, access control. \* Topics may change based on current newsworthiness / \*\* Pricing for specials as a co-editor on request / \*\*\* Additional delivery to the named events

## 11. The <kes> specials

**Several times a year our magazine <kes> publishes special editions with current topics and information for the IT security.**

The themed supplement will be distributed with the regular <kes> issue circulation, see page 2.

For IT security vendors and service providers the <kes> specials are the perfect opportunity to present their solutions in a tailor-made medium.

Would you like to become a co-editor?  
We provide unique offers for you.

Number of pages	approx. 40
Format	DIN A4
Circulation	10-12,000

### <kes> specials published in 2016



### The service package for co-editors includes:

- 1/1 full page ad, 4-colours
- Publishing of a professional article in coordination with the editors
- Your company's logo will be placed right beside the editorial
- The special will be published on the <kes> website with a direct link to your company
- up to 500 specimen copies free of cost for your marketing

**Package price: € 3,500.00**

**Questions? Don't hesitate to ask us.  
We will be happy to help.**

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Tel. +49 6728 289 003  
[anzeigen@kes.de](mailto:anzeigen@kes.de)



#### 4. Columns

<kes> job market

Format	Format Width x height in mm	Basic price b/w	2c*	3c*	4c*
1/1 page	164 x 245	980	1,175	1,372	1,490
1/2 page	164 x 120	614	810	1,006	1,128
1/4 page	164 x 60	328	525	722	838

#### 5. Ad specials "Island Position" (fixed price and fixed format; completely surrounded by editorial material with no adjoining advertisements)

B/W small	50 mm x 25 mm (width x height mm)	€ 255.00
Coloured small	50 mm x 25 mm (width x height mm)	€ 408.00
B/W large	50 mm x 50 mm (width x height mm)	€ 510.00
Coloured	50 mm x 50 mm (width x height mm)	€ 816.00

#### Bound-in inserts (only available for the total circulation)

Format	210 x 297 mm (trimmed)	
Bleed	plus 4 mm	
Rates	2 pages per 1,000 items	€ 194.00
	4 pages per 1,000 items	€ 255.00
	8 pages per 1,000 items	€ 358.00

#### Supplements

Format	205 x 290 mm (maximum)	
	up to 25 grams per 1,000 items	€ 295.00
	up to 50 grams per 1,000 items	€ 335.00
	Further formats on request. All rates incl. postage.	

Delivery address KESSLER Druck + Medien GmbH & Co. KG  
Michael-Schäffer-Str. 1, 86399 Bobingen

#### Glued on advertising material

Format	ca. 100 x 145 mm per 1,000 items	€ 150.00
	Items (e.g. postcards) are only available in combination with an ad (minimum full page).	

#### 6. Contact

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(Customer service, booking)  
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#### 7. Terms of payment

Payments within 30 days

Bank account: UniCredit Bank AG, München  
BLZ 700 202 70  
Konto 157 644 54  
IBAN: DE3 4 7002 0270 0015 7644 54  
BIC: HYVEDEMMXXX

#### 8. Formats

Magazine format:	210 mm wide, 297 mm high
Type area:	164 mm wide, 245 mm high

#### Print and binding method

Offset, resolution 150 lpi/2400 dpi, threadless binding, coated paper matte 80 g/m<sup>2</sup>

#### Printing material:

- Digital data: Digital files should be PDF, JPG, TIFF or EPS
- CD-ROMs and data transfer via E-Mail are accepted
- E-Mail: anzeigen@kes.de



The Information  
Security Journal

with **BSI Forum**

official press organ of BSI (Federal Office for Information Security)



**Bundesamt  
für Sicherheit in der  
Informationstechnik**

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