

<kes>

The Information Security Journal

MEDIA KIT 2014





The Information Security Journal

Magazine

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The Trade Journal



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<kes>-Market Report



www.kes.info



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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. Five 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.

4. Publication dates bi-monthly, 6 issues p.a.

5. Magazine format 210 mm wide, 297 mm high

6. Edition 30th edition 2014

7. Rates
Annual subscription Domestic € 129.00 International € 153.41
Single issue € 24.50

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

9. Memberships & Partners
- 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.
- IVW (certifies and audits the circulations of major publications within Germany)

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

10. Publisher

Publisher's address

Mailing address

Phone

Fax

Internet

E-Mail

SecuMedia Verlags-GmbH
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pressemittelungen@kes.de



Issue	Release Date	Ad Deadline	Topics	Fairs/Events/Special Distribution
1	March 3, 2014	Feb. 5, 2014	<ul style="list-style-type: none"> IT Grundschutz CeBIT-Preview TeleTrusT Supplement 	CeBIT, Hannover, March 10-14, 2014 Infosecurity Europe, London, April 29 - May 1, 2014
			<p>Special: CeBIT 2014</p>	as <kes> 1 Increased print run: 20,000 copies
2	April. 30, 2014	April 4, 2014	<ul style="list-style-type: none"> Content-Security Market Survey "Virtual Post Offices" Physical Security 	
			<p>Special: Economic Espionage</p>	Increased print run: 20,000 copies
3	Juni 17, 2014	May 21, 2014	<ul style="list-style-type: none"> Device-Management Malware 	LinuxTag, Berlin, June 25-28, 2014 SicherheitsExpo, München, July 2-3, 2014
			<p>Special: Mobile Security</p>	as <kes> 3 Increased print run: 20,000 copies
4	August 11, 2014	July 16, 2014	<ul style="list-style-type: none"> Results (Teil 1) of the <kes>-Microsoft-Security Survey 2014 Business-Continuity-Management (BCM) 	SECURITY, Essen, with it-security area, Sept 23-26, 2014
5	Sept. 29, 2014	Sept. 3, 2013	<ul style="list-style-type: none"> Results (Teil 1) of the <kes>-Microsoft-Security Survey 2014 it-sa Preview TeleTrusT Supplement (job market) 	it-sa – IT-Security Messe, Nürnberg, Oct. 7-9, 2014 Zukunft Kommune, Oct. 7-9, 2014 DMS EXPO/IT&Business, Stuttgart, Oct. 28-30, 2014
			<p>Special: it-sa visitors guide</p>	as <kes> 3 Increased print run: 20,000 copies
6	Dec. 8, 2014	Nov. 12, 2014	<ul style="list-style-type: none"> Security for Banking and Payment Systems Market survey "Smartphone-Security-Suites" 	To be distributed to the head of banks, savings and insurance companies
			<p>Special: it-sa visitors guide</p>	as <kes> 3 Increased print run: 20,000 copies

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



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	1,920	2,305	2,690	2,920
2/3 page	vertical	107 x 245	136 x 297	1,510	1,895	2,280	2,510
1/2 page	across	164 x 120	210 x 140	1,205	1,590	1,975	2,205
	vertical	78 x 245	107 x 297				
Junior page			134 x 190	1,205	1,590	1,975	2,205
1/3 page	across	164 x 80	210 x 100	870	1,255	1,640	1,870
	vertical	50 x 245	79 x 297				
1/4 page	across	164 x 60	210 x 80	645	1,030	1,415	1,645
	corner panel	78 x 120	107 x 140				
2. Inside front cover / inside back cover			210 x 297				3,250
3. Outside back cover			210 x 297				3,050

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%

Combinations

Discounts for insertions are transferable within the SecuMedia Verlags-GmbH.

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	710	1,090	1,470	1,660
1/4 page					
corner panel	78 x 120	380	760	1,140	1,330

Further formats on request.

Discounts see #3 Discounts
plus the company's logo free of charge
(incl. link to 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)

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	960	1,152	1,345	1,460
1/2 page	164 x 120	602	795	987	1,105
1/4 page	164 x 60	322	515	707	822

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)	€ 250.00
Coloured small	50 mm x 25 mm (width x height mm)	€ 400.00
B/W large	50 mm x 50 mm (width x height mm)	€ 500.00
Coloured	50 mm x 50 mm (width x height mm)	€ 800.00

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	€ 190.00
	4 pages per 1,000 items	€ 250.00
	8 pages per 1,000 items	€ 350.00

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: SecuMedia Verlags-GmbH
Lise-Meitner-Str. 4 · D-55435 Gau-Algesheim

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

Advertising manager
(Customer service, booking)
Birgit Eckert,
Phone: +49 6725 9304-20
E-Mail: anzeigenleitung@secumedia.de



7. Terms of payment

Payments within 14 days of billing date receive 2% discount or net payment within 30 days.

Bank account: Mainzer Volksbank eG
Bank code: 551 900 00
Account number: 177 001 013
SWIFT Code: MVBMD55
IBAN: DE67 5519 0000 0177 0010 13

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/m²

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@secumedia.de
- Data upload via FTP: Login details on request



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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