

Professional Journals
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Webcast
Direct-Marketing



Knowledge – top up to date!



Textbooks & Reference Books



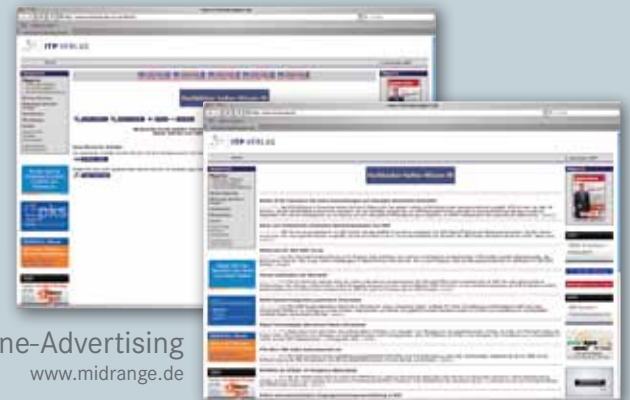
Seminars & Workshops



Professional Journals & Special Editions



Newsletter



Online-Advertising
www.midrange.de

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Company:	ITP VERLAG GmbH Kolpingstrasse 26 86916 Kaufering Germany	Partner:	Ulf E. Jäkel
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Internet:	www.midrange.de		Bankhaus Reuschel & Co., Acc. 11.63103 SWIFT: REUCDEMM IBAN: DE35700303000116310300 Bankcode 700 303 00
Payment conditions:	Payment is due 7 days after receipt of invoice. 2% discount upon immediate payment. All prices are net, no legal value added tax is included.		Bank account Switzerland: PostFinance 40/476215/5
Right to cancellation:	Cancellation of orders 7 working-days before closing date.		Tax Number: 125/118/00909 USt.-Id.-Nr.: DE 128670482 HRB AG Augsburg: 11586 customs: 5925827
Area of jurisdiction:	Landsberg am Lech/Germany		
Year of foundation:	1990		

Summary

MIDRANGE MAGAZIN is the leading German language midrange publication for IT knowledge and IT solutions, especially System i, Power-systems in enterprise networks. It reports application-oriented on all substantial topics and products concerning these systems.

MIDRANGE MAGAZIN is read by managers and decision makers (IT managers, programmers, SW developers) in companies of all sizes in various lines of business.

MIDRANGE MAGAZIN informs about all important hardware and software products and services of midrange systems, shows exemplary applications, points out trends and publishes market reviews. eBusiness solutions is a main topic in all reports.

Thus **MIDRANGE MAGAZIN** is the comprehensive information medium in a constantly changing Midrange Market. It is an important basis for investment decisions.

MIDRANGE MAGAZIN is completely full-coloured and published monthly.

MIDRANGE MAGAZIN has a comparatively high circulation of subscriptions. Therefore it has an excellent value of reader sheet connection.

Independent professional journal.

Published in Publisher

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Publication Frequency:

12 issues per annum

Subscription Price:

per annum: € 169.-
foreign countries plus postage
and handling

Organ

Circulation Analysis

Audited by IVW

IVW III/2011



Print edition

11.454 exemplar

Circulation

11.039 exemplar

Subscriptions

596 exemplar

Copies sold

52 exemplar

Total edition sold

648 exemplar

Free pieces

10.391 exemplar

Remainder/archive copies

415 exemplar

Reader Structure

Industries

Industry	27 %	Software-/System house	16 %
Trade	19 %	Banks/Insurances	2 %
Service	27 %	Management Consultancy	3 %
		Others	3 %

Employees with employees in companies

1 - 9 employees	19%	10 - 49 employees	21%
50 - 99 employees	12%	100 - 499 employees	21%
500 employees and more	17%	average employees	89,9

Analysis of Geographical Dissemination

Germany

Schleswig Holstein	2.75 %	Bavaria	15.49 %
Hamburg	3.18 %	Saarland	0.91 %
Lower Saxony	5.99 %	Berlin	2.41 %
Bremen	1.18 %	Brandenburg	0.75 %
North Rhine-Westphalia	17.80 %	Thuringa	0.80 %
Hessen	8.15 %	Saxonia	1.50 %
Rhinebrand-Palatinate	4.03 %	Saxonia-Anhalt	0.67 %
Baden-Württemberg	14.66 %	Mecklenburg- Western Pomerania	0.36 %

Austria

9.47 %

Switzerland

9.47 %

Average number of readers per copy

3,4 persons
(about 40.000 of readers)

Activities due to published articles or advertisements

Bought product	11%
Recommended product	18%
Forwarded advertisement/article to other person	33%
Used internet-programm of company or product	39%

68% of all asked persons reacted with one or more activities due to an advertisement or article, which they have seen in mm last year.

Computer-Systems in use

IBM Power System i (AS/400, i5, iSeries, System i)	69%
IBM Power System P (RS/6000, AIX, Linux)	16%
Other Unix- or Linux-Server	42%
Windows Server	76%
Virtual Server	54%
PCs	75%
Thin Clients	31%
Terminals	25%
System Printer	54%
NAS	54%
Terminals for Access, Timecapturing or Production-Data	48%
Smartphones	54%

Professionell Position

General Manager /		IT-Manager (Head of IT-Dep.)	46%
Manager of Commerce	25%	Programmer/SW Developer	4%
Networks/Administrator	10%	Systemadministrator	10%
Others	15%		

Decision Makers

Host- or Server systems	73%	Social Software	21%
Equipment of Communication	57%	PC, Notebook, Terminals	71%
Printer	72%	Application Software	76%
System software	70%	Tools/Modernisation Tools	55%
System integration	49%	Storage, Periphery,	69%
HA/Security	54%	Other Supplies	
Education/Services	63%	Internet	32%
Network Components	66%	Unified Messaging	42%

95% of our readership are involved in purchasing decisions.

Investment Intention within next 12 months

e-Commerce	4%	Finance or HR	16%
DMS, Workflow,	37%	ERP Applications of Industries	16%
Unified Messaging		System management Tools	17%
Development Tools	5%	Cloud, SaaS, ASP	22%
Business Performance Tools	11%	Mobile Access	40%
SAP	5%		

Inquiry Method

Target persons are determined by structured random method out of receiver list. The results are based on the first 100 E-Mail answers, which represent geographical circulation. All steps of this study are available at ITP VERLAG GmbH and are exclusively controlled by ADQ@, a department of Harvey Research, Inc. (June 2008)

Basic Prices for Advertisements in Type Area Format

Black/White- Advertisement:

1/1 page € 3,850.-
(Basic price)

Coloured Advertisements

Coloured Advertisements: 1/1 page € 4,750.-

Special colours: each colour € 1,150.-

Covers: Inside front + back: 10% addition
to basic price
Back: 10% addition to basic price

Discounts:	3 ads	3 %	3 pages	6 %
	6 ads	6 %	6 pages	12 %
	12 ads	12 %	12 pages	18 %

The mentioned discounts off the basic rates only apply if ads are booked within 12 consecutive issues. Sliding scale discounts are not transferable to other publications of ITP VERLAG GmbH.

Job Advertisements: each column and mm € 2.60 (b/w)
colour (4c) € 3.40
(minimum 30 mm height)
not discountable, includes advert on
www.midrange-jobs.de for one month

Type Area: 172 mm w × 231 mm h

Booklet Format: 210 mm w × 280 mm h

Printing Process: rolling or bending offset

Coverage: moving pass attaching

MIDRANGE MAGAZIN is produced completely filmless. Therefore we need data as artwork.

Data Formats:

- PDF files: produce your pdf-files with Acrobat Distiller, adjusted “pressoptimized” or print preliminary phase from Version 6.0 with PDF X/3.
- Open Quark X-Press or InDesign-files: Add to these data your pictures and types.
- Data from graphic-programs like Illustrator, Freehand, CorelDraw: Change text into paths (Freehand and Illustrator) and export your data as EPS (in CorelDraw while EPS-export option “types and curves”). Before printing you receive proof (PDF-data)

Design of Ads:

Your ad can also be designed by ITP VERLAG GmbH (prime cost price). Please E-Mail text and other elements or provide on disk. Acceptable image formats are TIFF, GIF, JPEG, BMP or EPS. Please ensure that image is 300 dpi and has been converted to CMYK.

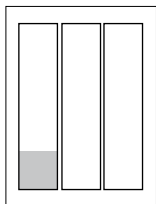
Address for Artwork, Proofs, CD's:

ITP VERLAG GmbH, Kolpingstrasse 26, 86916 Kaufering

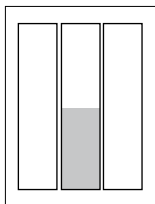
Data Transfer:

Popp Media Service, info@poppmedia.de
via Web-Upload www.upload.poppmedia.de

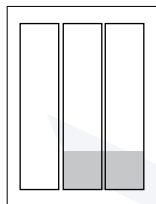
Please mark your data with name of customer and number of issue.



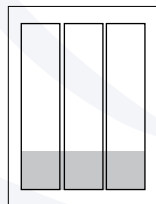
1/12
(54 × 54 mm)
b/w € 300.-
colour € 450.-



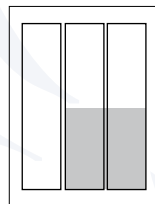
1/6 vert.
(54 × 113 mm)
b/w € 600.-
colour € 800.-



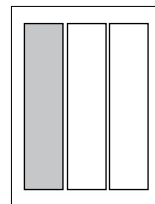
1/6 horiz.
(113 × 54 mm)
b/w € 600.-
colour € 800.-



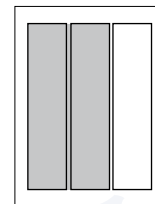
1/4 horiz.
(172 × 54 mm)
b/w € 960.-
colour € 1,460.-



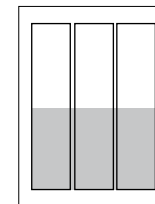
1/3 2 columns
(113 × 113 mm)
b/w € 1,280.-
colour € 1,880.-



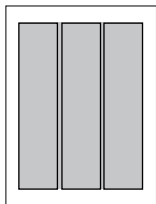
1/3 vert.
(54 × 231 mm)
b/w € 1,280.-
colour € 1,880.-



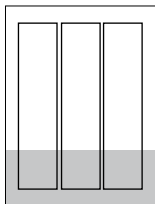
2/3 vert.
(113 × 231 mm)
b/w € 2,560.-
colour € 3,360.-



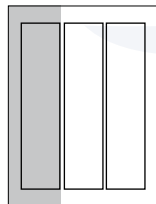
1/2 horiz.
(172 × 113 mm)
b/w € 1,920.-
colour € 2,620.-



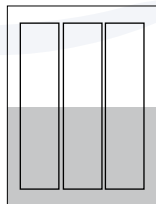
1/1
(172 × 231 mm)
b/w € 3,850.-
colour € 4,750.-



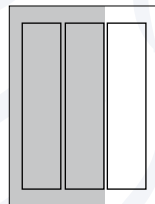
1/4 horiz.
(210 × 73 mm)*
b/w € 960.-
colour € 1,460.-



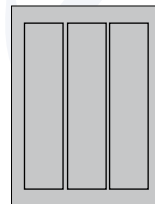
1/3 vert.
(73 × 280 mm)*
b/w € 1,280.-
colour € 1,880.-



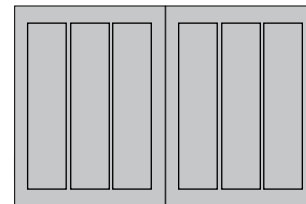
1/2 horiz.
(210 × 132 mm)*
b/w € 1,920.-
colour € 2,620.-



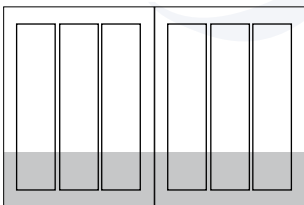
2/3 horiz.
(132 × 280 mm)*
b/w € 2,560.-
colour € 3,360.-



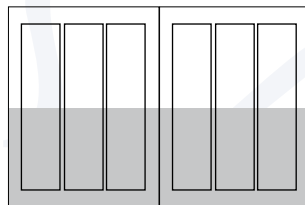
1/1 m. A.
(210 × 280 mm)*
b/w € 3,850.-
colour € 4,750.-



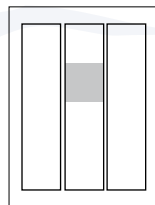
2 × 1/1 ü. Bund m. A.
(420 × 280 mm)*
b/w € 7,700.-
colour € 9,500.-



2 × 1/3
(420 × 93 mm)*
b/w € 2,560.-
colour € 3,760.-



2 × 1/2
(420 × 132 mm)*
b/w € 3,840.-
colour € 5,240.-



Surrounded by 4 sides of text
(54 × 54 mm)
b/w € 440.-
colour € 690.-

**Special formats or combinations
Upon request**

*) 3 mm bleed each side

All prices in €				Sliding scale discounts ordering:						Sliding scale discounts ordering:					
Format-definition	Sizes in mm	Basic price		3 ads		6 ads		12 ads		3 pages		6 pages		12 pages	
	w x h	BW	Colour	BW	Colour	BW	Colour	BW	Colour	BW	Colour	BW	Colour	BW	Colour
Discounts				3%	3%	6%	6%	12%	12%	6%	6%	12%	12%	18%	18%
Type Area Formats															
1/12	54 x 54	€ 300	€ 450	€ 291	€ 437	€ 282	€ 423	€ 264	€ 396	€ 282	€ 423	€ 264	€ 396	€ 246	€ 396
1/6 vert.	54 x 113	€ 600	€ 800	€ 582	€ 776	€ 564	€ 752	€ 528	€ 704	€ 564	€ 752	€ 528	€ 704	€ 492	€ 656
1/6 horiz.	113 x 54	€ 600	€ 800	€ 582	€ 776	€ 564	€ 752	€ 528	€ 704	€ 564	€ 752	€ 528	€ 704	€ 492	€ 656
1/4 horiz.	172 x 54	€ 960	€ 1460	€ 931	€ 1416	€ 902	€ 1372	€ 845	€ 1285	€ 902	€ 1372	€ 845	€ 1285	€ 787	€ 1197
1/3 horiz.	172 x 73	€ 1280	€ 1880	€ 1242	€ 1824	€ 1203	€ 1767	€ 1126	€ 1654	€ 1203	€ 1767	€ 1126	€ 1654	€ 1050	€ 1542
1/3 2-columns	113 x 113	€ 1280	€ 1880	€ 1242	€ 1824	€ 1203	€ 1767	€ 1126	€ 1654	€ 1203	€ 1767	€ 1126	€ 1654	€ 1050	€ 1542
1/3 vert.	54 x 231	€ 1280	€ 1880	€ 1242	€ 1824	€ 1203	€ 1767	€ 1126	€ 1654	€ 1203	€ 1767	€ 1126	€ 1654	€ 1050	€ 1541
1/2 horiz.	172 x 113	€ 1920	€ 2620	€ 1862	€ 2541	€ 1805	€ 2463	€ 1690	€ 2306	€ 1805	€ 2463	€ 1690	€ 2306	€ 1574	€ 2148
2/3 vert.	113 x 231	€ 2560	€ 3360	€ 2483	€ 3259	€ 2406	€ 3158	€ 2253	€ 2957	€ 2406	€ 3158	€ 2253	€ 2957	€ 2099	€ 2755
1/1	172 x 231	€ 3850	€ 4750	€ 3735	€ 4608	€ 3619	€ 4465	€ 3388	€ 4180	€ 3619	€ 4465	€ 3388	€ 4180	€ 3157	€ 3895
Formats incl. Bleed															
1/4 horiz.	210 x 73	€ 960	€ 1460	€ 931	€ 1416	€ 902	€ 1372	€ 845	€ 1285	€ 902	€ 1372	€ 845	€ 1285	€ 787	€ 1197
1/3 horiz.	210 x 93	€ 1280	€ 1880	€ 1242	€ 1824	€ 1203	€ 1767	€ 1126	€ 1654	€ 1203	€ 1767	€ 1126	€ 1654	€ 1050	€ 1542
1/3 vert.	73 x 280	€ 1280	€ 1880	€ 1242	€ 1824	€ 1203	€ 1767	€ 1126	€ 1654	€ 1203	€ 1767	€ 1126	€ 1654	€ 1050	€ 1542
1/2 horiz.	210 x 132	€ 1920	€ 2620	€ 1862	€ 2541	€ 1805	€ 2463	€ 1690	€ 2306	€ 1805	€ 2463	€ 1690	€ 2306	€ 1574	€ 2148
2/3 vert.	132 x 280	€ 2560	€ 3360	€ 2483	€ 3259	€ 2406	€ 3158	€ 2253	€ 2957	€ 2406	€ 3158	€ 2253	€ 2957	€ 2099	€ 2755
1/1	210 x 280	€ 3850	€ 4750	€ 3735	€ 4608	€ 3619	€ 4465	€ 3388	€ 4180	€ 3619	€ 4465	€ 3388	€ 4180	€ 3157	€ 3895
Double Page Spread															
2 x 1/3 horiz.	420 x 93	€ 2560	€ 3760	€ 2483	€ 3647	€ 2406	€ 3534	€ 2253	€ 3661	€ 2406	€ 3534	€ 2253	€ 3910	€ 2099	€ 3411
2 x 1/2 horiz.	420 x 132	€ 3850	€ 5240	€ 3735	€ 5093	€ 3619	€ 4935	€ 3388	€ 4620	€ 3619	€ 4935	€ 3388	€ 4620	€ 3157	€ 4305
2/1	420 x 280	€ 7700	€ 9500	€ 7469	€ 9215	€ 7238	€ 8930	€ 6776	€ 8360	€ 7238	€ 8930	€ 6776	€ 8360	€ 6314	€ 7790
Special Placements – Ads surrounded by 4 sides of editorials															
1/12	54 x 54	€ 440	€ 690	€ 427	€ 669	€ 414	€ 649	€ 387	€ 607	€ 414	€ 649	€ 387	€ 607	€ 361	€ 566
1/6 vert.	54 x 113	€ 890	€ 1090	€ 863	€ 1057	€ 837	€ 1025	€ 783	€ 959	€ 837	€ 1025	€ 783	€ 959	€ 730	€ 894

Inserts

Inserts are loosely inserted prints. Inserts may only contain offers of the advertiser and must have a different layout than regular articles of **MIDRANGE MAGAZIN**.

Circulation:	Print 12,000 pieces. You can select to zip codes in Germany. Minimum 2,000 pieces. Please ask your sales representative for further information.
Specified Regional Advertising:	Selected postal code districts (add. 20% premium charge).
Price:	‰ € 205.- / 25g/copy
Discounts:	please look up discounts for full pages (page 10)
Format:	max. 205 mm × 275 mm (one side closed)
Weight:	max. 25 g/copy

Bound Insert

Bound inserts are connected firmly with the magazine. Bound inserts may only contain offers from the advertiser and must have a different layout than regular articles of **MIDRANGE MAGAZIN**. Regional advertising is not possible.

Price:	2-paged € 2,340.- (glued in) 4-paged € 4,100.- (folded middle insert) 6-paged € 6,660.- (folded middle insert) 8-paged € 8,710.- (folded middle insert) Other supplements upon request.
Format:	290 mm × 440 mm (open format).
Margin:	
Top:	5 mm
Bottom:	5 mm
Left:	5 mm
Right:	15 mm

Attached Postcards/CD-Roms

Must be placed at the beginning of the end of a printed sheet in connection with at least a half-page-advertisement, distance from middle crease at least 5 cm.

Circulation:	Please ask your sales representative. Selection is possible.	
Postcard:	machine attached	‰ € 100.-
Postcard:	machine attached incl. handling	‰ € 125.-
CD-Rom:	machine attached	on request

Note: Attached postcards/CD's are not subject to discount.
Ad is discountable (page 10)

Middle Inserts and Bound Insert Postcards: upon request

Advertisement Combination

The “Advertisement Combination” is the combination between “**MIDRANGE MAGAZIN**” and the SAP trade publication “**S@PPORT**”.

S@PPORT provides important information about installation and operating of SAP solutions for decision makers in 10 times a year. **S@PPORT** informs about the market, new products, strategies and provides support for selection of ERP- systems and other applications and services. S@pport delivers basics of practice know how in SAP, publishes cost analysis and case studies and useful tricks for professional executives.

S@PPORT reports also about complementary products and services from independent suppliers.

Circulation: 16,000 copies in Germany, Austria, Switzerland

S@PPORT is read by all decision makers (CEO, CIO, Dataprocessing...). Find more information on the following homepage: www.sap-port.de



Midrange Events

IT-POWER:

Munich 9/10 May 2012

MIDRANGE POWER DAYS :

Düsseldorf, 6 September 2012

Stuttgart, 27 September 2012

Targetgroup: CIO, CEO, IT-Admins, Developer

Sponsoring Kit upon request

Contact: Michaela Koller

michaela.koller@midrange.de

Tel: +49 8191 9649-34

Article Reprints

Quality Editorial Reproduced For Your Use

Article reprints present unbiased information about your products and services to your target audience. They carry a higher level of credibility, because they are published from **MIDRANGE** MAGAZIN.

Appearance:	Front page of MIDRANGE MAGAZIN (issue of published article) plus your company name and logo. Your article follows on next page(s). It can include your company's advertising.		
Format:	210 × 280 mm, full coloured		
Paper/Weight:	150g/m ²		
Price:	circulation	2-paged	4-paged
	1000 copies	€ 940.-	€ 1,020.-
	2000 copies	€ 1,140.-	€ 1,390.-
	3000 copies	€ 1,350.-	€ 1,660.-
	5000 copies	€ 1,830.-	€ 2,320.-

Cover Stickers:

Cover Stickers:	1/2 page, attached at bottom-side of cover, sticker can be printed on both sides.
Weight:	max. 180 g/m ²
Format:	max. 205 × 100 mm (w × h) (+5 mm bleed right and bottom-side)
Price:	€ 4,750.-
Circulation:	please ask your sales representative

Direct-Mail-Service

With 38.294 personal contacts **MIDRANGE** MAGAZIN offers the largest and top up-to-date working database of decision makers in Germany, Switzerland and Austria. A wide variety of geographic, demographic and equipment selections are also available.

Our Service:	Selection, preparation of addresses, printing your text on your stationary, enveloping and mailing (postage-optimized)
Price (+Postage):	more than 25000 addresses € 0.80 more than 20000 addresses € 0.85 more than 15000 addresses € 0.95 more than 10000 addresses € 1.05 more than 5000 addresses € 1.15 more than 2500 addresses € 1.30
Dates:	upon request

“Question of the Month”

During a whole month we are running our “Question of the Month”. You can find the “Question of the Month” on our homepage (www.midrange.de) and also in our Monday Morning Ticker. The audience can answer this "poll" with Yes or No. In the following **MIDRANGE** MAGAZIN you can comment the result of the polling. And you run also an 1/3 ad.

So you are two months visible (in the heart of iSeries community and in the next month very exciting in the **MIDRANGE** MAGAZIN).

By voting the audience come to our website where they can watch the present result of all the votings before. There is your banner too. On average there are 2000 to 6000 people who are participating on these polls.

The price for this whole arrangement is just **€ 2,900.-** (bigger ad for more money available).

Issue	Deadline	Special parts/Exhibitions	Industrial insides	Subjects of interest	Market Survey	Exhibitions
1	Distribution date: 20. 12. 2011 Close of Ad Order: 22. 11. 2011 Close of Artwork: 25. 11. 2011 Close of Editing: 15. 11. 2011			<ul style="list-style-type: none"> • HR and finance provided by cloud • Linux- and AIX solutions 	Systemintegrators	
2	Distribution date: 24. 1. 2012 Close of Ad Order: 27. 12. 2011 Close of Artwork: 30. 12. 2011 Close of Editing: 20. 12. 2011	Software vendors from Austria and Switzerland	Logistics	<ul style="list-style-type: none"> • Lotus Notes based solutions • Software development and modernization 	Document management: CMS, workflow, archive, output, ECM	
3	Distribution date: 21. 2. 2012 Close of Ad Order: 24. 1. 2012 Close of Artwork: 27. 1. 2012 Close of Editing: 17. 1. 2012		Public Administration	<ul style="list-style-type: none"> • HA & Security • Mobile Computing: Devices, security, linking, collaboration, Thin Clients 	Cloud, Saas and ASP services	CeBIT 6. - 10. 3. 2012
4	Distribution date: 20. 3. 2012 Close of Ad Order: 21. 2. 2012 Close of Artwork: 24. 2. 2012 Close of Editing: 14. 2. 2012	Why Power i?	Single part production	<ul style="list-style-type: none"> • Data centre and system management • Trends in ERP: Tools for EDI, XML, PPS, SCM, WWS ... 	Storage and backup systems	
5	Distribution date: 17. 4. 2012 Close of Ad Order: 20. 3. 2012 Close of Artwork: 23. 3. 2012 Close of Editing: 13. 3. 2012	MIDRANGE IT POWER	Food and beverage	<ul style="list-style-type: none"> • HR, cost calculation, controlling, BI and financial accounting • server based computing: printer, thin clients 	SAP partner for IBM power	Personal Süd 24./25. 4. 2012 Personal Nord 9./10. 5. 2012 IT POWER 9./10. 5. 2012 see page 12
6	Distribution date: 22. 5. 2012 Close of Ad Order: 24. 4. 2012 Close of Artwork: 27. 4. 2012 Close of Editing: 17. 4. 2012		Automotive	<ul style="list-style-type: none"> • Concepts for user interfaces: Software development and modernization (Web, RIA, Windows, .Net, PHP, JAVA, mobile Clients) • Document management: Output, ECM, archive, workflow 	Security appliances	
7	Distribution date: 19. 6. 2012 Close of Ad Order: 22. 5. 2012 Close of Artwork: 25. 5. 2012 Close of Editing: 15. 5. 2012	IBM Power – Next Generation	Serial production	<ul style="list-style-type: none"> • Trade solutions on IBM Power and SAP: Trading, merchandising, ERP, stock, logistics • Future of IBM Power: Integration, migration, cloud, SaaS 	Lotus groupware collaboration solutions	

Issue	Deadline	Special parts/Exhibitions	Industrial insides	Subjects of interest	Market Survey	Exhibitions
8	Distribution date: 24.7.2012 Close of Ad Order: 26.6.2012 Close of Artwork: 29.6.2012 Close of Editing: 19.6.2012		Bank & Insurance	<ul style="list-style-type: none"> • Social media in intra- and internet, CRM • Unified messaging and collaboration: CTI, E-Mail, Fax, VoIP, Skype, social networks, mobile access 	Tools for EDI, XML, barcode, RFID	
9	Distribution date: 21.8.2012 Close of Ad Order: 24.7.2012 Close of Artwork: 27.7.2012 Close of Editing: 17.7.2012	MIDRANGE POWER DAY	Textile	<ul style="list-style-type: none"> • Optimizing business processes (BPM) • Trade solutions on IBM Power and SAP: assembly, PPS, SCM, MES 	Tools for database, system management and automation	MIDRANGE POWER DAY Düsseldorf, 6.9.2012
10	Distribution date: 18.9.2012 Close of Ad Order: 21.8.2012 Close of Artwork: 24.8.2012 Close of Editing: 14.8.2012	Commercial Applications MIDRANGE POWER DAY	Whole sale	<ul style="list-style-type: none"> • System integration • Enterprise Content Management 	HR: payroll, HR management, business trip, time management	MIDRANGE POWER DAY Stuttgart, 27.9.2012 DSAG 25. – 27.9.2012 IT & Business, DMS 23. – 25.10.2012 it-sa 16. – 18.10.2012 Zukunft Personal 16. – 18.10.2012
11	Distribution date: 23.10.2012 Close of Ad Order: 25.9.2012 Close of Artwork: 28.9.2012 Close of Editing: 18.9.2012	SAP partner and solutions	Supplier	<ul style="list-style-type: none"> • Delivery concepts for business software: Cloud, SaaS, ASP, inhouse • HA & Security: Backup & recovery, replication, disaster management, firewalls, Data Safety 	Tools for development and modernisation, change management	
12	Distribution date: 20.11.2012 Close of Ad Order: 23.10.2012 Close of Artwork: 26.10.2012 Close of Editing: 16.10.2012		Retail	<ul style="list-style-type: none"> • Business software for small and medium-sized businesses: Finance, ERP, HR, SAP • IT-Infrastructure, network components, datacenter- and system-management 	Data warehouse, BI, data analytics	
1 2013	Distribution date: 18.12.2012 Close of Ad Order: 20.11.2012 Close of Artwork: 23.11.2012 Close of Editing: 13.11.2012		Engineering	<ul style="list-style-type: none"> • User interfaces: Software development and modernization (Web, RIA, Windows, .Net, PHP, JAVA, mobile Clients) • Supply Chain Management, lifecycle-management, batch tracing 	IBM business partners: expectations and strategies for 2013	
2 2013	Distribution date: 22.1.2013 Close of Ad Order: 25.12.2012 Close of Artwork: 28.12.2012 Close of Editing: 18.12.2012	Software vendors from Austria and Switzerland	Automotive	<ul style="list-style-type: none"> • CRM, social media • Solutions for output & archive 	Thin Clients and mobile computing	

Web Site www.midrange.de

Summary:

The web site of **MIDRANGE MAGAZIN** is generating more than 17,000 different users per month. It is the most frequented portal for information around iSeries. The visitors are generating more than 683,500 successful accesses every month and approx. 332,000 page views. Therefore this site is a powerful medium to contact your target group in order to guide them to your own web presence or to burn in your logo and your claim.

(Figures average March – June 2011)

Options	Placements	Special Features	Monthly Page Views	Format	Price/Month
Main Menue	Left margin	Your banner is visible within the whole site (except TechKnow-Letter)	341,224	160 × 100 pixel	€ 920.-
Homepage	Top line, centered	Extremely noticeable, big format	181,111	300 × 60 pixel or 638 × 110 pixel	€ 510.-
Sectors	Top or right margin center	Extremely noticeable, big format		638 × 110 pixel 160 × 100 pixel	€ 360.-/ € 190.-
TechKnowLetter			1,912		
MIDRANGE MAGAZIN			36,913		
Midrange Solution Finder			23,137		
Monday Morning Ticker			3,222		
Question of the Month			7,613		
SAP-to-DATE			1,904		
Data format max. 40 KB .gif or .jpeg (72 dpi).					

Main Menue

Banner Homepage



www.midrange.de

Banner Section Page

Section Page Top Right

Midrange Solution Finder



+++ Monday Morning Ticker+++

Summary:

+++ Monday Morning Ticker +++ is a fast E-Mail information service for IBM iSeries- and i5 executives. The readers receive the most important news of the previous week. This newsletter is distributed weekly and free of charge. The editorial news are limited to 3 lines and a maximum of 3 pages (higher acceptance by reader), therefore +++ Monday Morning Ticker +++ can be consumed very fast. If readers want to know more about the topic, one click is enough to get to the long-text-version which is stored on our web site www.midrange.de. Ads and editorials are published in fluent text. This increases readiness for reading. One click on an advertisement – and the reader “falls” right into the linked site without roundabout route. The number of ads in any one issue is limited.

Distribution Date: every Monday morning (50 issues p.a.)

Deadline for Ads: every Thursday before distribution day, 12 o'clock

Circulation: appr. 20.156 (September 2011),
Switzerland 1,496, Austria 1,615

Pricing: € 590.- per ad
(Price per contact: up to € 0,012)

Pricelist (P.A.):		Frequency	Euro	Frequency	Euro
		3	540.-	15	360.-
		6	460.-	18	340.-
		9	410.-	25	310.-
		12	380.-	50	260.-

Artwork: Maximum of 6 lines (70 words) incl. URL
(please send your .doc files to:
anzeigen@midrange.de).
Please declare links separately.

Link: Price includes two different links per ad.

Artwork:

Volume max. 6 lines (70 words) incl. headline and URL (please send the advert to michaela.koller@midrange.de) (see page 5).

Our price includes 2 different links per ad.

Links:**Special Placements/Format:****„Sponsored by“:**

Top line, centered

Frequency:

25 issues biweekly (one year)

Price:

€ 8,000.-
(complete billing after edition of first ad)

Format:

638 × 110 pixel, 72 dpi

Special Placement:

Left margin max. 4 ads, 25 issues, biweekly

Price:

€ 7,000.-
(complete billing after edition of first ad)

Format:

160 × 100 pixel, 72 dpi

Changing the artwork is for one time free of charge. For further changes we charge our own costs.



Special Placement

E-Mail Blast

Summary:

E-Mail Blast is an E-Mailing to address a selected receiver-group. The mailing can be in plain text or in HTML format. Further more an optional number of links (in HTML hidden links are possible) and attachments can be placed. For acceptance-reasons one mail should not have more than approximately 100 KB. E-Mail Blast is a very fast medium to individually address your target group. 38,000 (includes about 3,100 Austria, about 3,500 Switzerland) personal E-Mail addresses are available.

Address-selection is possible on basis of regional criteria, branch, sizes of companies and job-function. After electronically transmission of data, ITP VERLAG GmbH, takes over the entire fulfilment.

Dates and rates: upon request

MIDRANGE poll

Summary:

MIDRANGE poll is an instrument of a special market research, which is offered by ITP. Your own designed questionnaire (html) is sent to a population/random sample by E-Mail. The client/interrogator will receive the CSV-data after a few days, which he can evaluate and analyse immediately. So decisions/ventures could be saved with this qualified and very fast survey.

Dates and rates: upon request

WEBCAST/WEBINAR

Summary:

Webcasts or webinars are outstanding presentation tools for products and solutions. It's an interactive information service via internet. Response via chat or speech is possible. Perfect to earn direct leads.

Quantities:

Germany	40,000 personnel e-mail addresses
Austria	3,500
Switzerland	3,800

Target Group Selection:

- Region (country and ZIP-code) - Industry
- Size of companies - Job functions

Further selection on request (e. g. user and vendor of SAP, IBM power or network technique)

Fulfillment:

We are responsible for the complete fulfillment. Our editors invite the selected target group and they could be host/moderator of your event. We prepare the audience administration and the reporting. You will receive the link for your own webcast-film to put on your homepage. The only task of our media client is to hold your presentation. The presentation could be live and interactive with application sharing, Power Point presentation or a mix of them.

Documentation:

We provide the list of the registrants/audience and the record of the webcast

Dates and rates: upon request

General Contractual Provisions Regarding Advertisements and Printed Inserts

- 1) "Anzeigenauftrag"-Contract for Advertising as applied in the following General Contractual Provisions is a contract for the publication in print form of a single or several advertisements of a commercial nature for the purpose of dissemination.
 - 2) Advertisements in the event of doubt or uncertainty may be recalled within one year subsequent to the entering into the relevant contract. If the provisions of the contract permit the recall of single advertisements, performance is to be completed within one year of the appearance of the first advertisement, provided that the first advertisement is recalled in conformity with paragraph 1 and is published.
 - 3) If performance is not rendered for circumstances within the control of the publisher, the customer, notwithstanding any additional legal obligations, has the right to have the corresponding difference deducted or reimbursed by the publisher. Reimbursement will not apply, when non performance is due to natural disasters affecting the operation of publication.
 - 4) The inclusion of advertisements and printed inserts in specific issues or in specific location(s) of any given issue will occur, if and when the customer has declared that the advertisement or printed insert should appear in particular issues or have particular placement within a given issue, and this has been agreed upon by the publisher in writing.
 - 5) Typeset advertisements (in columns) shall be printed in the respective format in which they are received without the necessity of express agreement.
 - 6) "Textteil-Anzeigen" are advertisements which are bordered on at least three sides by articles and do not border other advertisements.
 - 7) Advertisements which by virtue of their editorial design are not recognizable as advertisements shall be designated as such by the publisher with the word "Anzeige" appearing next to or above them.
 - 8) The publisher reserves the right to refuse publication of advertisements as well as printed inserts, including those within the scope of an existing contract on account of content, origin, or for the sake of maintaining the technical, aesthetics or material principles of the publishing house, when their content upon careful consideration is found to be in violation of the law, administrative decree, or public morality, or that their publication is unacceptable to the publisher. This applies as well to agreements entered into by officers, representatives or other personnel.
 - 9) Contracts concerning printed inserts shall be binding upon the publisher subsequent to his receiving a model of the intended printed insert and his approval. Printed inserts, which due to their format or layout give the reader the impression of being a component of the newspaper or magazine or contain unauthorized advertisements shall not be accepted.
 - 10) The customer is responsible for the timely delivery of the correct text of advertisements and flawless copy of printed inserts and attachments etc. The publisher demands immediate substitution for unsuitable or damaged manuscripts, photographs, copies or drafts etc. submitted. The publisher guarantees customary standards of reproduction quality within the scope of possibility afforded by the material submitted.
- 11) The customer has a claim for a reduction in price or a correct replacement in the event of completely or partially incorrect reproduction of the advertisement, but only to the extent to which it has had a negative effect. If the publisher fails to provide him with a correct replacement advertisement within a reasonable amount of time, the customer has the right to withdraw from the contract. Claims of damages arising from positive breach of contract, debts accrued from contract negotiation and unlawful acts - including those entered into telephonically - are excluded. Claims for damages arising from impossibility of performance and delay are limited to replacement of foreseeable damages and to the respective advertisements or printed insert for remuneration. This does not apply to international and gross negligence of the publisher, or his legal representatives. Liability of the publisher for damages arising from failure of guaranteed characteristics remain unaffected. Moreover, in transactions of a commercial nature the publishing house assumes no liability for the gross negligence of support staff. In the remaining instances liability attributed to business personnel is limited to foreseeable damage up to the amount of the respective remuneration for the advertisement. To be valid, customer complaints must (excepting those of a non apparent nature) be lodged in writing within four weeks following receipt of the invoice.
 - 12) Test copies (proofs) shall only be delivered upon express demand. The customer bears responsibility for the accuracy of the returned test copies. The publisher takes into account all correction of errors, sent to him within the deadline set at the time of transmission.
 - 13) If no specific instructions as to size are given, the type shall be set as is customary for advertisements and invoicing in accordance with the actual size.
 - 14) Should the customer fail to make prepayment, the invoice shall be sent as soon as is feasible, but in any event fourteen days following the advertisement. The invoice is to be paid within the time frame specified on the price list, starting with receipt of bill; unless in the particular instance another payment period of prepayment has been agreed upon. Any discounts for advance payment shall be honoured according to the terms of the price list.
 - 15) Delay or extension of payment will result in the imposition of interest at the amount of 12%, including collection fees. The customer however retains the right of proving substantially lesser damages. When payment is delayed, the publisher may postpone the execution of the current contract and demand advance payment for the remaining advertisements. Upon a reasonable basis for doubting a customer's ability to pay, the publisher is



entitled to insist upon payment in advance and balancing of outstanding invoices as a condition to the appearance of further advertisements notwithstanding any previously agreed upon schedule of payments.

- 16) A drop in circulation may give rise to a claim for a reduction in price in contracts for more than one advertisement, if the sum average of the first advertisement of the beginning year of advertisement of the price list or otherwise stated average circulation, or – if circulation is not stated – the average number of issues sold (as per technical journals if necessary the average number actually disseminated) falls below that of the previous calendar year. A reduction in circulation only allows for a reduction in price, if it amounts to as follows: for circulation up to 16,000 copies of 20 per cent; for circulation up to 25,000 copies of 15 per cent; for a circulation up to 30,000 copies of 10 per cent. In addition, claims for reduction in price contractually entered into are exempt, if the publisher has timely informed the customer of a drop in circulation and was capable of withdrawing from his obligation to place advertisements.
- 17) For serial advertisements the publisher exercises the standard of care of an ordinary business person. Registered and express mail shall be forwarded at normal postal rates. The publisher reserves the right in the interests and for the protection of the client to open incoming offers to eliminate the abuse of serial service and peruse the contents. The publisher is not obliged to forward commercial promotions and/or offers to bid.
- 18) Drafts of advertisements shall be returned to customers only upon specific request. A duty to retain custody of drafts ends three months following the expiration of the contract.
- 19) The mutual place for execution of the contract is the site of the publishing house. For commercial transactions involving business people or legal entities, litigation shall be in the jurisdiction where the publishing house is situated. To the extent the legal claims of the publisher cannot be satisfied through summary proceedings, jurisdiction shall be determined by the domicile of the non-commercial party. If the customer's domicile or usual place of abode, (including non commercial parties) is unknown at the time suit is brought or the customer, subsequent to entering into the contract, has relocated his domicile or usual place of abode, then jurisdiction is herewith agreed to be the place of the publishing house.

Additional Commercial Provisions of the Publisher

- a) The publisher exercises the standard of care customary of the industry in its handling and proofreading of advertisement texts, however does not assume liability if he has been misled by the customer. The submitting party is obliged to bear the costs of publication of

a retraction should the advertisement contain any false assertions of fact and will pay at the going rate.

- b) The customer bears the responsibility for the content and legality of the language and pictorial representations. The customer agrees to release the publisher of any legal claims brought by third parties as a result of execution of the contract even if they are not timely suspended. The publisher is under no responsibility to examine projects and advertisements to determine whether they violate the rights of third parties. The customer has no claims against the publisher for the appearance of advertisements which have not been timely suspended. The customer holds the publisher harmless for all claims arising from copyright infringement.
- c) Cancellation of placed orders must be in writing. When an order is cancelled the publisher may claim payment for performance already rendered.
- d) To avoid the mixing up of private advertisements, commercial advertisements must be plainly and distinctly noted as such. The use of markings is done at the risk of the customer. He releases the publisher of claims brought by third parties, which have arisen out of the use of insufficient markings.
- e) Cases of natural disaster including matters not the fault of the publisher such as labour strikes will release the publisher from obligation to execute the contract and claims for damages.
- f) The publisher reserves the right to set special prices for advertisements in publishing inserts, special printings and composite pages. He further reserves the right to settle faulty accounts (over payments, under payments) within six months of transaction. Advertisements from abroad will proceed without charge for value added tax (VAT) at the legal rate in instances where the German Financial Administration has imposed a duty to pay it.
- g) Advertisements set in columns are invoiced with vouchers by means of electronic data processing as a component of the invoice for advertising. Original copies can only be delivered by computation.
- h) The sales representatives and advertising agencies are obliged to abide by the terms of the publisher's price list in their offers, contracts and invoicing. Fees established by the publisher for sales and advertising agencies may not be passed along to the customer either whole or in part. Advertising contracts from advertising representatives and advertising agencies shall be invoiced to them in their name.
- i) Confidentiality of Documents: Pursuant to para. 26 of the Federal Law Regarding the Confidentiality of Document, the necessary customer and delivery data shall be encoded and preserved by means of electronic data processing.
- j) Markings and design of advertisements are to be timely and mutually agreed upon with the publisher prior to their appearance.