

THE MBF MEDIA B2B PUBLISHING NETWORK

B2B publishing for IT, industry *and business.*

Four specialist magazines and one business newsletter. Your brand appears editorially where CIOs, executive management and IT and security decision-makers do their research. Every placement starts with a guaranteed minimum readership.

REACH

235,000+

visits per month across the network

NEWSLETTER

~23,500

newsletter subscribers from business and IT

OWNED REACH

30,000+

across all owned channels

MODEL

Make-Good

verified readers, guaranteed



01

THE MODEL, SIDE BY SIDE —

You care about impact - *not impressions.*

You want impact for your content. Classic media buying is billed in impressions; whether anyone reads remains open. At MBF Media, only the proven reading session counts, and the performance risk sits with the publisher.

CLASSIC Impression

The ad is displayed. Nothing more is assured. After the campaign ends, the content fizzles out, and the advertiser carries the risk.

MBF MEDIA Verified reader

A reader only counts after 30 seconds of reading time or 50 percent scroll depth. If the contractually assured minimum number of readers is not reached, we redeliver at no extra cost.

What this means for agencies

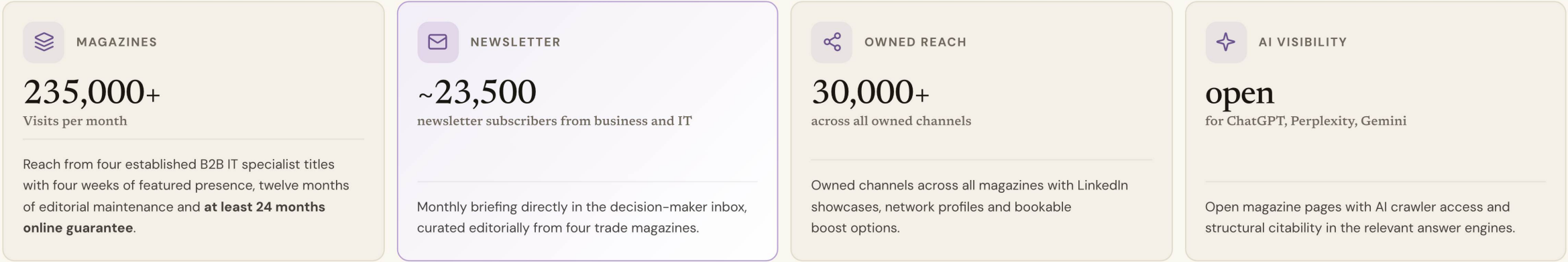
You pass a reliable number on to your client: one briefing, one approval, dashboard reporting, white-label on request. 15 percent agency commission on media services.

What this means for your brand

Your message appears as an editorial trade article where your buyers do their research, with a guaranteed minimum readership and measurable engagement in the reporting.

Plannable reach, *over 10 years of publishing experience.*

Every distribution placement starts with a contractually guaranteed minimum reader number and is delivered to the right B2B IT audience through curated channels. The article remains indexed after the campaign window and continues to build reach.



READING NOTE

Reach figures: as of 2026. The 235,000+ visits are the network total of the four titles. Reach figures are package-dependent minimum values under Make-Good guarantee. B2C and lifestyle titles from sport, music and luxury are available separately.

The brands of the B2B IT market *from mid-market to enterprise.*

235,000+ visitors monthly, around 23,500 newsletter subscribers from business and IT as well as over 30,000 direct contacts via our owned channels, in exactly the B2B IT environment where these brands communicate.



B2B IT AND ENTERPRISE CLIENTS ON WORKING WITH US

Always competent, with a finger on the pulse, technologically top-notch and with very deep market expertise (in our case IT). //

Jakob Rinkewitz

Director Business Development and Marketing
ENTHUS

Co-creation mindset, transparent reporting, goal-oriented and always focused on the outcome. //

Nils Lühse

Head of Communications and Marketing
AXIANS / VINCI ENERGIES

Deep understanding of the topic led to genuine discussions as equals. //

Steffen Henke

Head of Digital Communications
DHL GROUP

„The team always had great ideas that helped us successfully realize our projects.“ //

Melanie Riedel

Teamlead Marketing and Inside Sales
PRODWARE DEUTSCHLAND AG

INDUSTRY VOICE FROM THE TRADE PRESS //

„Short response times, quick grasp of changing conditions, high flexibility.“

Dr. Ronald K. Wiltsccheck

Editor in Chief
IDG TECH MEDIA / FOUNDRY



CHAPTER 02 · THE TITLES

Four titles, *one quality standard.*

Every magazine *reaches its own decision-makers.*

Clearly positioned titles for the most important B2B topic areas. Editorial, measurement and distribution follow a uniform setup, from strategy and cloud to leadership and cybersecurity.



B2B IT SPECIALIST MEDIA C-LEVEL, EXECUTIVE MANAGEMENT, IT AND SECURITY DECISION-MAKERS IN THE DACH REGION

90K+ VISITS/MO

👤 C-level, executive management, investors

📁 Strategy, transformation, finance, smart industry

110K+ VISITS/MO

👤 CIOs, IT directors, system architects, DevOps

📁 Cloud, AI, SaaS, infrastructure, tool checks

25K VISITS/MO

👤 CDOs, HR decision-makers, change leads

📁 Digital leadership, new work, HR tech, change

10K+ VISITS/MO

👤 CISOs, IT admins, compliance, data privacy

📁 Cybersecurity, compliance, GDPR, legal tech

📌 Alongside the B2B core, Evnine Media also runs **B2C and lifestyle titles** from sport, music and luxury. Separate overview on request.

FOCUS · DIGITAL BUSINESS & FUTURE

Investment backlog: How AI uncovers hidden budgets

AI in financial planning helps medium-sized businesses resolve investment bottlenecks and free up budgets without taking out new loans.



Bernhard Liebl · 5 minutes read

Read article →

TOPICS



Artificial Intelligence



IT & Tech



FinTech & Financial
Services



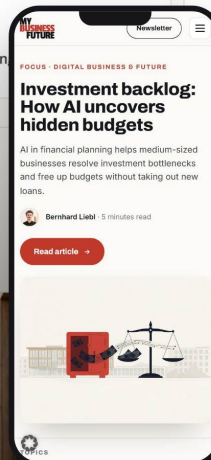
Entrepreneurship

Talents

Latest in the Magazine

IDEAL SENDER

Software and consulting firms, digitalization partners, industry and finance providers



MAGAZINE SHOWCASE



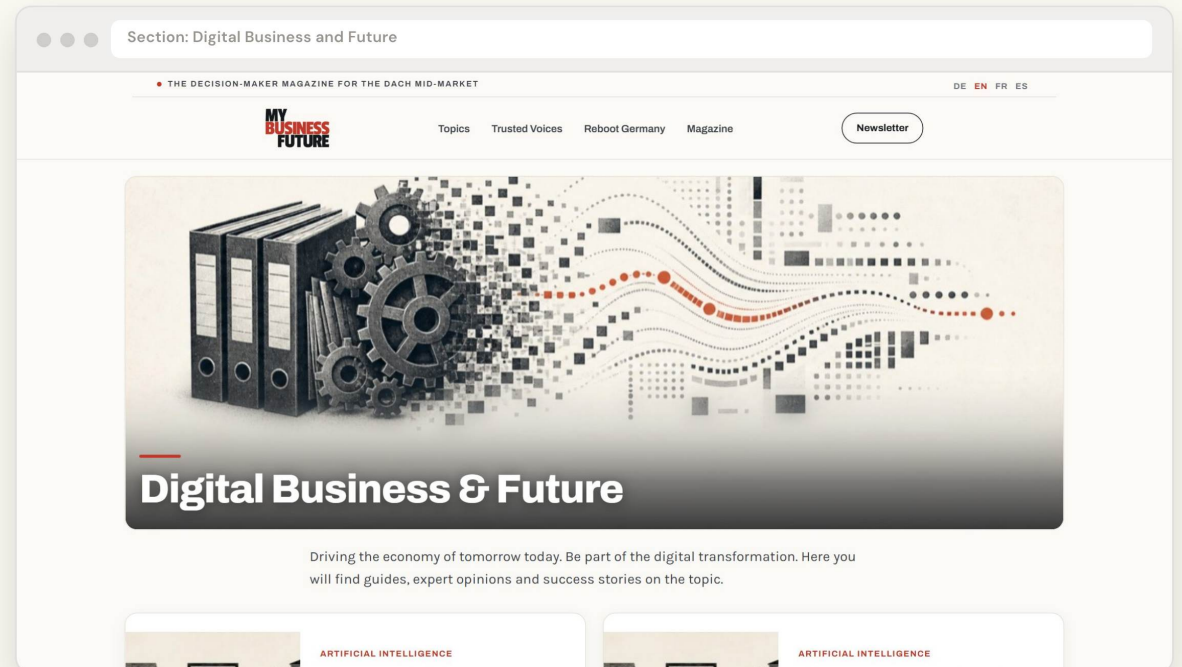
Strategy, transformation and growth for the C-level

90,000+

VISITS PER MONTH

MAKE-GOOD GUARANTEE

Guaranteed minimum readership per article, otherwise we deliver more at no extra cost. Measurement, run time and definitions on slide 23.



Section: Digital Business and Future, authority built over years.

WHO DECIDES

CEO, CFO, COO, strategy, business leads

TOPICS

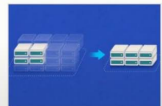
Business transformation, finance, smart industry, strategy

REBOOT GERMANY

German Hyperscaler: Who Really Has Substance

Cloud sovereignty: Which German hyperscaler is truly resilient. StackIT, IONOS, and the ES³ standard put to the test in a sober substance check for...

By Alec Chizhik · 02.07.2026 · 7 min



GUIDES

Kubernetes-FinOps: The Levers That Close 70 Percent of Cluster Waste

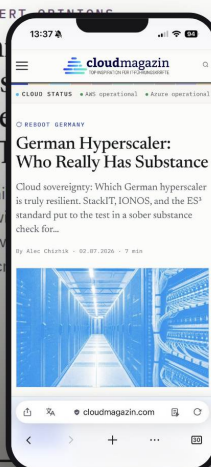
40 to 70 percent of Kubernetes resources go unused. Four levers can close the waste-right-sizing comes first.



EXPERT OPINIONS

Ban AI in IT? Expert Opinions

Two-thirds of IT leaders often with shadow and inc...



IDEAL SENDER

Cloud and infrastructure providers, hyperscaler partners, MSPs



Cloud, AI, SaaS and infrastructure for technical decision-makers

110,000+
VISITS PER MONTH

MAKE-GOOD GUARANTEE Guaranteed minimum readership per article, otherwise we deliver more at no extra cost. Measurement, run time and definitions on slide 23.

Section: Artificial intelligence

Monday, July 13, 2026 · Week 29

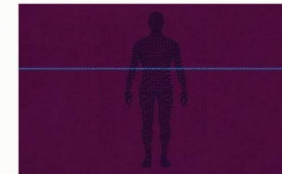
DE · EN · FR · ES · Dark

SECTION

Artificial Intelligence

What AI workloads mean for infrastructure, cost and data sovereignty, beyond the model headlines.

66 articles



Section: Artificial intelligence, long-established authority.

WHO DECIDES CIOs, IT leadership, system architects, DevOps

TOPICS Cloud and platforms, AI and GenAI, SaaS, DevSecOps, data platforms

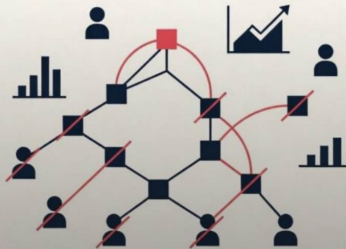
THIS WEEK · REBOOT GERMANY

Bosch is scaling back to rebuild

Bosch is cutting 13,000 jobs and shifting focus to semiconductors. What decision-makers can learn from this costly restructuring about focus and...

Eva Mickler · 6 min · June 22, 2026

Read Briefing →

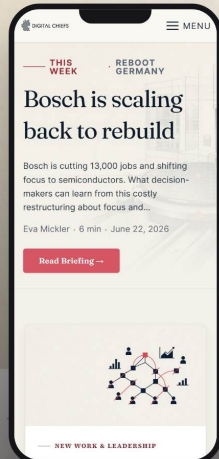


IDEAL SENDER

HR tech providers, consultancies, employer branding partners

The Chief AI Officer is here. The problem remains.

Chief AI Officer: 76 percent of corporations will have one by 2026. Why the new



The Billion-Dollar Ga
Their Cloud Tab

MAGAZINE SHOWCASE



DIGITAL CHIEFS

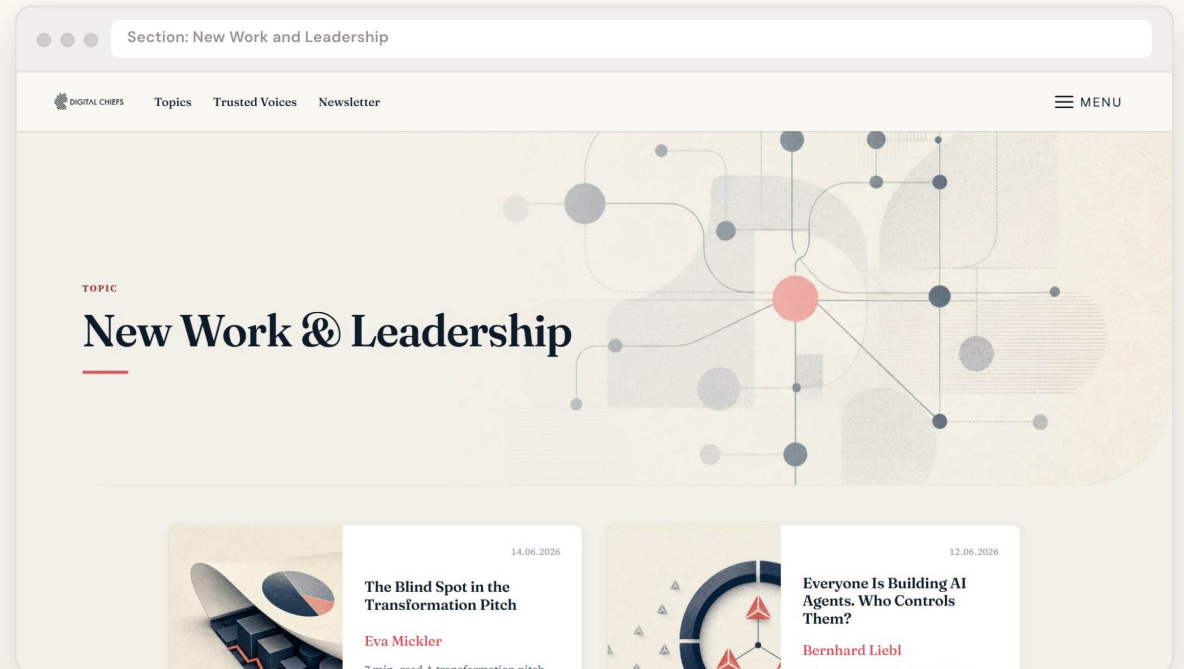
Digital leadership, new work and change for the executive level

25,000

VISITS PER MONTH

MAKE-GOOD GUARANTEE

Guaranteed minimum readership per article, otherwise we deliver more at no extra cost. Measurement, run time and definitions on slide 23.



Section: New Work and Leadership, editorial authority grown over years.

WHO DECIDES

CDOs, HR leadership, organizational development, change leads

TOPICS

Digital leadership, new work, HR tech, culture, skills

The Briefing / Actively exploited vulnerabilities · 7 days / **Actively exploited** / 30 articles



News · 2. July 2026 · 5 min

When Attackers Are Faster the Patch

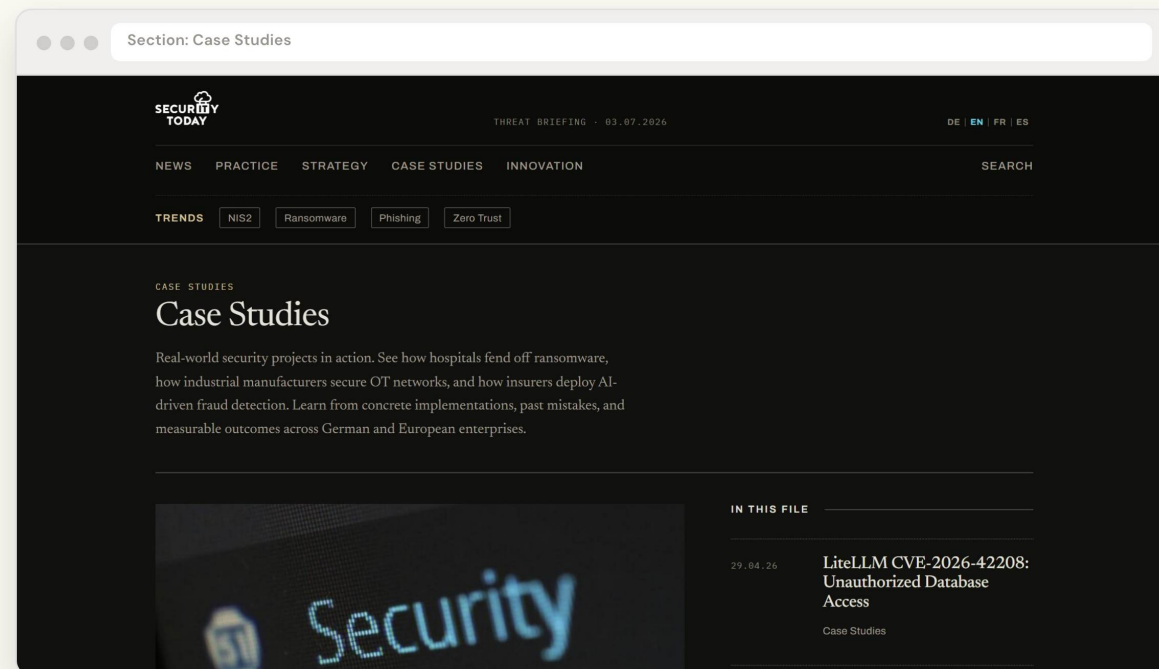
Between disclosure and exploitation of a vulnerability, only days often pass today. The State of Vulnerabilities Report 2026 reveals what matters now.

IDEAL SENDER

Security vendors, MSSPs, identity and cloud security providers



MAKE-GOOD GUARANTEE Guaranteed minimum readership per article, otherwise we deliver more at no extra cost. Measurement, run time and definitions on slide 23.



Section: Case studies, real security projects from the field.

WHO DECIDES CISOs, heads of security, data protection, legal counsel

TOPICS Cybersecurity, privacy, risk and governance, security operations, legal tech

Vorsicht ist 2026 die teurere Strategie

Drei DAX-Konzerne haben in den letzten Wochen ihr Portfolio sortiert, drei Köpfe aus dem politischen Top-Level sind über Signal-Phishing kompromittiert worden, Made-for-Germany meldet 800 Milliarden Zusagen, die Bundesregierung 0,2 Prozent Wachstum. Diese Ausgabe zeigt, wo Sie jetzt hinschauen sollten.

MY
BUSINESS
FUTURE

cloudmagazin

SECURITY
TODAY

DIGITAL CHIEFS

EDITORIAL



Benedikt Langer
Chefredaktion

Die letzten Wochen haben eine Lesart geliefert, die bei uns hängengeblieben ist: Risiken, die 2026 ausgesessen werden, kommen woanders teurer zurück.

Geduld lässt sich gerade nicht mehr als Strategie verkaufen, sie schlägt sich am Quartalsende auf der falschen Seite der Bilanz nieder. [Unsere Analyse](#) →

Made for Germany hat zuletzt 129 Konzerne und 800

Milliarden Zusagen aufgereiht. Drei Förder-Cluster sind

beschlossen, der Mittelstand bleibt allerdings draußen.

Continental, Infineon und ThyssenKrupp räumen pa

das Portfolio auf: Continental spaltet ContiTech ab, Inf

legt 2,7 Milliarden CapEx nach, ThyssenKrupp bringt Th

an die Börse. Was Holdings lange schützte, kostet 2026

Bewertung.

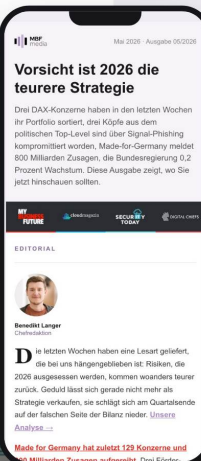
Im IT-Maschinenraum entscheidet Architektur was

sen s

öpfe

dem politischen Top-Level sind in den letzten Wochen

über Signal-Phishing kompromittiert worden. Dabei



This newsletter is published in German and tailored to recipients in the DACH region. International brands targeting the DACH market can book placements all the same.

Around 23,500 B2B subscribers, *directly in the inbox.*

The monthly briefing from MBF Media bundles the four specialist magazines on the most important developments in cloud, security, strategy and leadership. Grown from the CeBIT history and continuously maintained editorially.

~23,500

B2B SUBSCRIBERS

>29%

OPEN RATE

8–10%

CLICK RATE

Newsletter click rate of 8 to 10 percent.



Editorially curated: the strongest analyses from cloudmagazin, MyBusinessFuture, SecurityToday and Digital Chiefs, bundled with editor picks and a fixed topic mix, optimized for mobile in the MBF Media design.



Four placement formats: editorial hero feature, sponsored slot, content slot and exclusive standalone blast to the entire distribution list. Placements from EUR 550 net.



Transparent reporting: opens, clicks, CTR and CTOR per placement, top links and company signals via UTM, as a clean PDF after each send.



Continuously maintained editorially: verified B2B reach from our own list.

Newsletter page: [view the latest issue live](#) →

An article that stays in the market and *grows stronger in AI search.*

A placement starts in the magazine, is carried to the target group via newsletter and social media, and remains permanently discoverable as an editorial article. This creates a citable specialist article with verified reach: guaranteed at least 24 months online, twelve months editorially maintained and structurally strong for GEO and AEO.



Magazine article

MIN. 24 MONTHS ONLINE

AI-READY

The permanent reference point: indexed, citable and explicitly open to AI crawlers.



Newsletter

AROUND 23,500 B2B SUBSCRIBERS

Actively carries the placement to the right target group and secures the first reach impulse.



Social media

Extends the article into the feeds of relevant decision-makers and keeps the topic in circulation.

Together, the three channels act like a publishing system: immediate activation, measurable readership, long-term discoverability and better conditions for AI citations. No serious player guarantees an AI citation; what we guarantee is verified readers.

MAKE-GOOD
GUARANTEE

WHAT THE MARKET SHOWS

20%

of German search queries already show AI overviews. Missing presence costs visibility.

SISTRIX, analysis of over 100m keywords, February 2026

76%

of citations in Google AI Overviews come from the organic top-10 results.

Ahrefs, 1.9m citations from 1m AI Overviews, July 2025

+40%

more visibility in generative engines is achieved by articles with statistics, sources and expert quotes.

GEO study, Aggarwal et al., KDD 2024

CHAPTER 03 · PACKAGES

Your goal *determines*
the package.



From communication goal *to the right entry point.*

Four typical goals, four matching packages. Each starts with verified performance and make-good. Prices are net entry prices. The full scope of each package follows on the next two pages.



Visibility and AI reference

RECOMMENDED ENTRY

Foundation

A citable evergreen trade article, indexed and AI-ready.

Guarantee: indexing incl. submission, online for at least 24 months.

EUR 890_{net}



Reach with a guarantee

MATCHING PACKAGE

Resonance Proof

A guaranteed reader base via premium distribution, with make-good.

Guarantee: from 1,200 verified readers, with make-good.

EUR 2,490_{net}



Leads and conversion

MATCHING PACKAGE

Topic Ownership

A CTA journey to the landing page plus company signals in the reporting.

Guarantee: from 2,500 verified readers plus CTA measurement.

EUR 4,990_{net}



Thought leadership

MATCHING PACKAGE

Hybrid packages

Visibility across several titles, three to twelve months.

Guarantee: from 7,000 verified readers per program, with make-good.

from EUR 9,900_{net}

INCLUDED IN EVERY PACKAGE

- ✓ Editing and layout polish
- ✓ 12 months of editorial care

- ✓ SEO and GEO/AEO structure
- ✓ Online for at least 24 months

- ✓ Indexing incl. submission
- ✓ Campaign report

- ✓ At least 4 weeks on the homepage
- ✓ White-label available for agencies

From GEO setup *to the lead campaign.*

The most popular entry-level packages, depending on the communications goal, with plannable impact including reporting and Make-Good. All prices net, agency commission 15 percent on media services.

VISIBILITY

Foundation

CONTENT

- 1 evergreen specialist article, 800 to 1,200 words, in the magazine look incl. editing and layout polish
- SEO setup: H2/H3 structure, meta title and description, optional FAQ snippet
- GEO/AEO structure, open to AI search

VISIBILITY

- Indexing incl. submission, as a guarantee
- At least 4 weeks of homepage placement
- 1 thematically fitting link per editorial policy

BUILT TO LAST

- Online for at least 24 months, 12 months of editorial care
- Campaign report with URL plus indexing proof

EUR 890_{net}

REACH

Resonance Proof

CONTENT

- 1 evergreen specialist article incl. editing and layout polish, AI-ready
- SEO plus GEO/AEO structure, indexing incl. submission

DISTRIBUTION

- Premium distribution via curated whitelist, display-free and brand-safe
- At least 4 weeks of homepage placement

GUARANTEE AND PROOF

- From 1,200 verified readers, make-good: delivery guaranteed
- Dashboard reporting: verified readers, reading time, engagement
- Online for at least 24 months, 12 months of editorial care

EUR 2,490_{net}

CONVERSION

Topic Ownership

CONTENT

- 1 evergreen specialist article plus executive summary and key-facts box
- SEO plus GEO/AEO structure, indexing incl. submission

CONVERSION

- CTA to your landing page, external or internal, plus tracking and UTM
- Premium distribution, at least 4 weeks of homepage placement

GUARANTEE AND PROOF

- From 2,500 verified readers plus CTA measurement, make-good
- Extended dashboard reporting incl. clicks plus CTR to the landing page
- Online for at least 24 months, 12 months of editorial care

EUR 4,990_{net}

Own one topic across several titles *and months.*

The strategic lever for brands building topic leadership: scaling across several titles with reader guarantee and Make-Good. Either as execution or as white-label relief by our editorial team.

3 MONTHS

Quarter Momentum

PROGRAM

- 3 native stories, one per month, AI-ready incl. editing and layout polish
- Distribution in three waves across premium and publisher channels
- 2 teaser variants per wave, display-free and brand-safe

GUARANTEE AND PROOF

- From 7,000 verified readers per quarter, with make-good
- Dashboard reporting, white-label available for agencies
- Every story online for at least 24 months, with GEO/AEO structure

EUR 9,900_{net}

6 MONTHS

Category Leadership

PROGRAM

- 1 pillar story plus 6 deep dives as a topic cluster, AI-ready plus
- Multi-title setup with ongoing distribution waves
- AI readiness check as a one-pager, display-free and brand-safe

GUARANTEE AND PROOF

- From 14,000 verified readers, with make-good
- Dashboard reporting, white-label available for agencies
- All articles online for at least 24 months, with GEO/AEO structure

EUR 16,900_{net}

12 MONTHS

Brand Engine

PROGRAM

- 12 native stories plus a topic or partner hub as the central anchor
- Always-on distribution waves, scalable
- The hub strengthens SEO plus AI visibility over time

GUARANTEE AND PROOF

- From 60,000 verified readers per year, with make-good
- Dashboard with time series plus quarterly proof as PDF
- All articles online for at least 24 months, white-label available

on request_{individual}

From the customer project comes *a story that keeps on working.*

From a real project we create a credible reference story, end-to-end: interview with your customer, story structure, text and approval loop with everyone involved. Published in the right specialist magazine on request, with guaranteed reach, instead of disappearing in a drawer.

PRODUCTION

Reference story

PROCESS

- Briefing plus interview with your customer, remote, 30 to 45 minutes
- Story structure: starting point, solution, result with figures and quotes

DELIVERY

- Text in publisher standard incl. editing, approval with everyone involved
- Delivery as plain text and designed PDF for free own use

EUR 1,490_{net}

PUBLISHED

Reference story Plus

INCLUDED

- All services of the reference story

REACH

- Publication in the right specialist magazine, permanently online and discoverable
- Guaranteed reach from 1,200 verified readers plus Make-Good
- AI-ready: optimized for Google News and AI answer engines

EUR 3,900_{net}

SERIES

Reference series

CADENCE

- Several customer stories in a fixed rhythm, monthly or quarterly
- Plannable production plus distribution as a continuous topic run

SCALE

- Volume scaling from three stories, white-label possible
- A recurring reference engine instead of one-offs

from EUR 3,300_{per story}

Newsletter and *distribution*.

Detailed overview for media planning. The recommended entry is the three starter packages; all items are freely combinable, individual bundles and discounts on request.

02 Newsletter, around 23,500 B2B subscribers

PRODUCT	SCOPE	NET
Editorial feature, hero (#01)	Positioning, teaser, visual and CTA in the hero placement	EUR 2,900
Sponsored slot (#02)	Teaser and visual with CTA in the newsletter flow	EUR 2,300
Content slot (#03)	Text snippet plus link, traffic to article or landing page	EUR 1,870
Newsletter blast	Exclusive special send to the distribution list, maximum focus	EUR 4,900
Newsletter impulse	Exclusive special impulse plus reporting	EUR 1,450
Newsletter slot	Single slot with text, image and CTA	EUR 550

03 Distribution and add-ons

PRODUCT	SCOPE	NET
Breaking news / fast lane	Special send with fast go-live	EUR 1,950
LeadGen landing page	Partner or topic LP in magazine look	EUR 1,200
LinkedIn distribution	Publisher post plus UTM and reporting	from EUR 450
Lead-Magnet setup	Form or gate plus tracking, UTM and handover	EUR 350
Trusted Voice profile	Profile, article overview, assets and reporting, 12 months	EUR 990/year

All prices plus statutory VAT. Agency commission 15 percent on media services deductible. Prices and scope of services: as of October 2026.

Content Creation Studio *and specials.*

Production in publisher standard, fast and white-label-capable, optionally as agency relief in outsourcing.

04 Content Creation Studio

PRODUCT	SCOPE	NET
SEO specialist article	Specialist editorial, approx. 800 to 1,000 words	EUR 450
Whitepaper / e-book	Concept, text and layout in CI	EUR 220/page
Interview, remote	Guidance, preparation and transcription	EUR 450
Banner set	Display ads as HTML5 or static	EUR 250
Video, basic	Edit and voiceover from stock, up to 2 min.	EUR 1,800
Video, high end	Full service incl. animation and shoot	EUR 4,900

05 Specials and innovation

PRODUCT	SCOPE	NET
Webinar hosting	Technology, moderation and lead list with opt-in	EUR 2,200
Product review	Neutral test by the tech editorial team, verified by	EUR 1,250
Content repurposing	1 asset becomes 5 social posts plus 1 article	EUR 850

+ Agency models

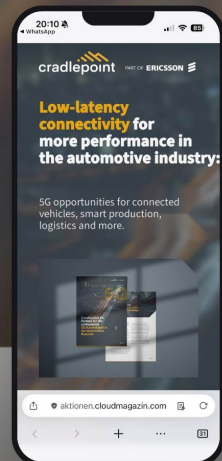
Option A, execution: you supply text and image, we take over publishing and media. Option B, relief: our editorial team produces after briefing, white-label and agency-safe.

All prices plus statutory VAT. Agency commission 15 percent on media services deductible. Prices and scope of services: as of October 2026.

Low-latency connectivity for more performance in the automotive industry:

5G opportunities for connected vehicles, smart production, logistics and more.

Lead journey example: campaign landing page in the magazine environment with form, consent plus UTM tracking, handover to CRM or marketing automation. The editorial context stays intact while downloads, inquiries or event registrations become cleanly measurable.



BOOKABLE MODULES

Building blocks to reinforce *your packages*.

Every package can be expanded in a targeted way, from reach to the expert voice to the lead run. For campaigns with a conversion goal we build landing pages and microsites directly in the magazine environment.



Newsletter blast

An exclusive send to the B2B distribution list with around 23,500 B2B subscribers, CTA and UTM tracking, reporting on opens and clicks.



LinkedIn distribution

Publisher post with one to two text variants, visual and UTM link, reporting, optionally with paid amplification.



B2B company signals

Aggregated company list and engagement signals in the reporting, GDPR-compliant at company level.



Executive interview

Remote interview with editorial preparation as text, optionally with video or podcast integration.



Lead-Magnet setup

Technical integration of form or gate plus tracking and UTM, handover to CRM or marketing automation.



Topic hub / microsite

Microsite in magazine design with linking and structure, reporting, strengthens visibility in search and AI answers.

SECTION

Artificial Intelligence

What AI workloads mean for infrastructure, cost and data sovereignty, beyond the model headlines.

66 articles

POWERED BY

YOUR BRAND

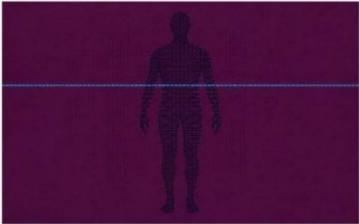


AI

AI Integration Goes Enterprise-Grade: Model Context Protocol...

The Model Context Protocol is now under Linux Foundation governance with Apache 2.0 licensing and a predictable lifecycle. What this ...

06.07.2026 · 5 min

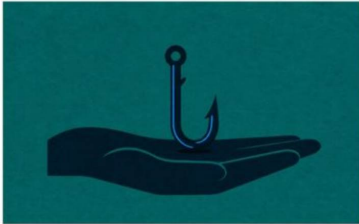


AI

Midjourney's Body Scanner is a Compute Problem

Cloud instead of clinic: Midjourney's full-body scanner stands and falls with image reconstruction in the computing cluster.

24.06.2026 · 6 min

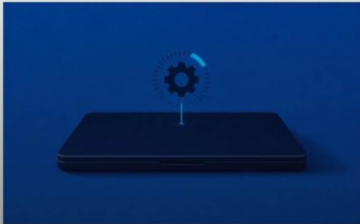


AI

AWS removes the agent underlay, the hook remains

AWS consolidates agent development into Toolkit and AgentCore, saving developers weeks of infrastructure work.

23.06.2026 · 6 min



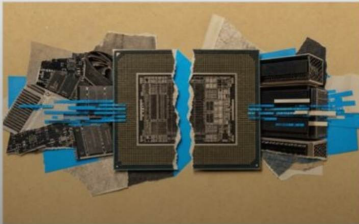
AI

Cursor Cloud-Agents: Coden, even when the laptop is shut down



AI

Frontier model offline by official order: The architecture lesson



AI

Disaggregated Inference: Why AWS and Cerebras Are Splitting with the GPU

CATEGORY PATRONAGE, CATEGORY OWNERSHIP

Your brand above an entire *topic category*.

Your brand sits permanently and visibly above an editorially curated topic category – clearly labelled and close to the interests of your target accounts.

Building blocks

- ✓ Category header with patronage note, on every page of the category
- ✓ Quarterly topic plan with the editorial team
- ✓ Optional patron statement per quarter
- ✓ Reporting with reach, verified readers and engagement

Governance

The editorial team decides on topic fit and quality.

Patronage is category sponsoring, not product advertising. Performance distribution can be booked separately.

Example categories per title

● MYBUSINESSFUTURE

Reboot Germany

● CLOUDMAGAZIN

Sovereign IT and resilience

● SECURITYTODAY

Resilience and compliance

● DIGITAL CHIEFS

People and change

The topics of *the next five quarters*.

An outlook for orientation, as of September 2026. Focus topics follow deadlines, trade fairs and budget cycles and are adjusted continuously to current events and target roles. Current debates run at any time via the fast lane.

	MyBusinessFuture	cloudmagazin	SecurityToday	Digital Chiefs
Q4 2026 GROUNDWORK	Budget 2027 and regulation Budget cycle 2027 · E-invoicing from January · AI Act omnibus · CSRD omnibus	Sovereign cloud, agentic AI Sovereign cloud · AWS re:Invent · Agents in operation · Multi-cloud portability	CRA reporting in practice CRA reporting duty · it-sa 2026 · NIS2 supervision · Vulnerability disclosure	AI literacy as a leadership task AI literacy (Art. 4) · Pay transparency · Change communication · Skills budgets
Q1 2027 OBLIGATIONS	E-invoicing and process redesign E-invoicing mandate · ERP migration · DORA third-party risk · Growth budget	Cloud switching without fees Data Act Art. 29 · Egress costs · KubeCon Europe · Platform engineering	Crypto inventory and PQC Post-quantum cryptography · Crypto agility · NIS2 evidence · Supply chain security	Leading human-agent teams Hybrid teams · Skills mapping · Training 2027 · Operating models
Q2 2027 SCALE	Industrial AI and location Industrial AI · Hannover Messe · S/4HANA migration · AI investment	Agentic AI in daily operations Agent orchestration · AIOps · Edge computing · Compute capacity	Security by design CRA product development · SBOM · Identities and wallets · OT/IT security	Reorganising work Org design for AI · People analytics · Employee experience · Culture of trust
Q3 2027 SOVEREIGNTY	SAP endgame and budget 2028 End of SAP ECC maintenance · S/4HANA decision · Budget 2028 · Data economy	Sovereign data spaces Sovereign cloud · EU data spaces · FinOps · Exit strategies	CRA countdown CRA conformity · Conformity assessment · Update obligations · AI security	High-risk AI in HR AI Act Annex III · AI in recruiting · Works councils · Compliance roles
Q4 2027 PROOF	Evidence duties and plan 2028 AI Act high-risk rules · E-invoicing for all · Budget 2028 · CSRD reporting data	Trustworthy AI platforms AI guardrails · Sovereign data centres · Architecture 2028 · FinOps discipline	CRA in full force CRA from 11 December · CE conformity · Market surveillance · Vulnerability handling	Workforce planning 2028 Skills forecasts · Retention · AI enablement · Culture metrics

Hot Topic Topic windows in particularly high demand, anchored to deadlines such as CRA reporting, the Data Act, e-invoicing and the AI Act.

Terms and *definitions*.

The key terms and commercial guardrails – transparent, so planning and purchasing run without surprises.

● Definitions

Definition of verified readers

Verified reading session from 30 seconds time on site or from 50 percent scroll depth, shown transparently in the reporting.

Labeling

Native content is labeled transparently.
Publication after topic fit and quality check.

Availability

Every article stays online for at least 24 months and is editorially maintained for twelve months.

Make-Good

If the KPI is not reached within the period, we provide additional distribution at no extra cost, up to a maximum of 90 days after the campaign ends.

Link policy

Links are policy-compliant and topic-relevant.
No guarantee of dofollow or rankings.

B2B intelligence

Company signals aggregated and probabilistic at company level, without personal identification, GDPR-compliant.

All definitions apply uniformly across all four titles of the network. Planning period 2026/27. Prices and scope of services: as of October 2026.

● Commercial terms

Prices and payment

All prices net plus VAT. Payment term 14 days, commissioning via PO.

Payment plan for programs

Optional from 5,000 euros order value: 50 percent on order, 50 percent after four weeks.

Material deadline

Briefing and raw material at least five working days before the planned go-live.

Agency commission

15 percent on media services with proof. White-label on request, your client relationship stays protected.

Editorial right of refusal

The editorial team can decline topics without topic fit. Quality protects both sides.

Fast lane

Express go-live within 24 hours as an add-on, flat 1,950 euros net.

Reach figures are package-dependent minimums under make-good guarantee, as of 2026.

Three steps *to your first article.*

01

Share topic and goal

A short mail or 15 minutes are all it takes to get started.

02

Receive a concept

Topic proposal, title recommendation, package and price
– free of charge and non-binding.

03

Go-live and report

After approval usually live within two weeks, with
distribution and campaign report.

● You take no risk: guaranteed readers or we redeliver.

Request a concept

Book a meeting



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