DIGITALE WELT

SCIENCE MEETS INDUSTRY

Digitaleweltmagazin.de

DIGITALE WELT - The business magazine on digitalization

DIGITALE WELT is an independent quarterly magazine on the topic of "Digital Transformation" - with exclusive specialist articles on technology developments and applications in business and science. It shows in a practical way how the latest findings are being put into practice.

DIGITALE WELT is edited by Prof. Dr. Claudia Linnhoff-Popien, LMU Munich. The magazine is published in cooperation Springer (Heidelberg / Berlin / New York) and an advisory board of 14 renowned experts from leading companies.

- **The target group** includes decision-makers, managers, executives and IT specialists in medium-sized and large companies in all sectors, as well as academics.
- Available as limited print version and digital online edition
- Via Springer Link and Springer Professional.

Further Information and the blog at: www.digitaleweltmagazin.de.

DIGITALE WELT - Preface

Prof. Dr. Claudia Linnhoff-Popien, Publisher
Ludwig-Maximilians-Universität München (LMU-Munich)

Dear Readers,

How is digital transformation taking shape today and how can it succeed for the benefit of companies and society?
DIGITALE WELT is the business magazine on digitization. The exclusive specialist articles from around the world show where technological developments stand today. They also show how current findings from research can already be applied in practice.

DIGITALE WELT is a knowledge forum for everyone who has embarked on the fascinating journey of digitization and - with new insights - wants to drive it forward in their industries.

Editorial content: Blogposts and technical articles

Blogposts

Our blogposts appear in the form of opinions / comments or reports. We address executives with this format.

Technical Articles

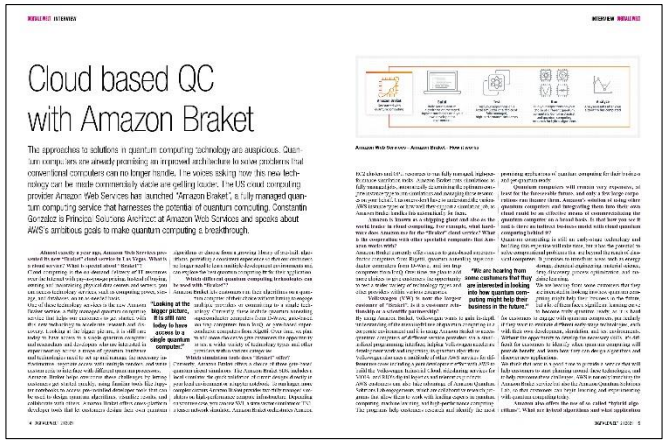
A technical article represents a well-researched background report or expert opinion. The scope is much larger, and the topics are elaborated in more detail. A scientific character as well as source information is mandatory! We address this format to experts and scientists.

Several thousand Clicks per post!

Editorial content: Interviews and columns

Interviews

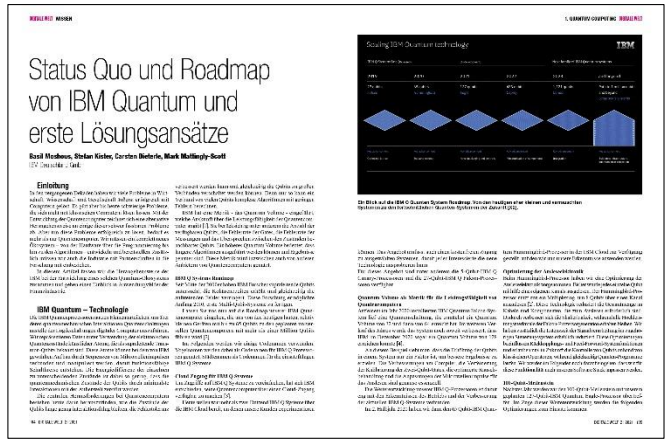
Our interviews present exciting points of view on one of our topics related to digitization. Guests are leading decision-makers and experts from industry and science.



AWS

Microsoft

Google



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Our Social Media Channels

DIGITALE WELT is represented on LinkedIn, Twitter and Facebook, where it reaches over 1,000 followers.

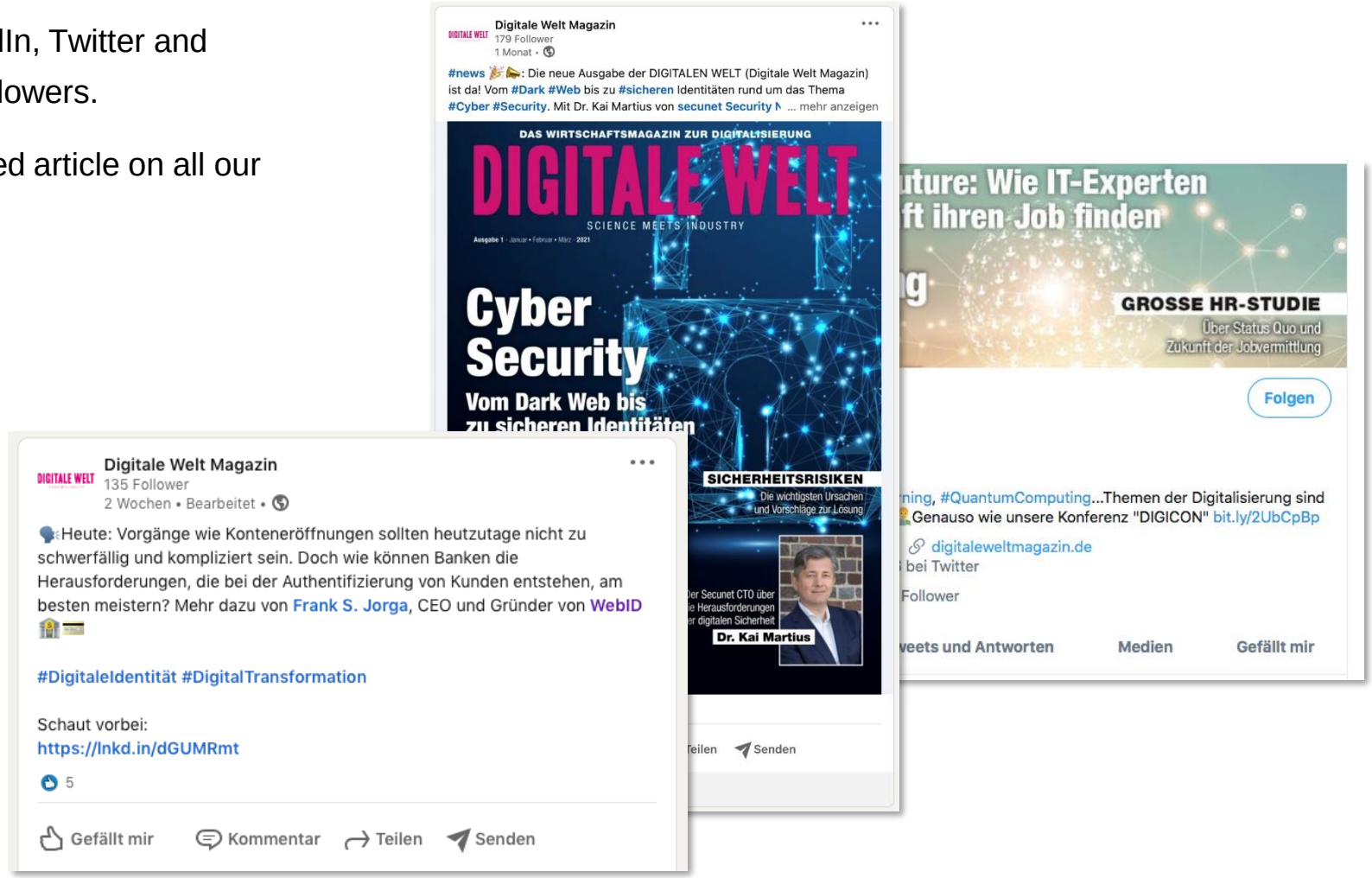
We publish short teasers for each submitted article on all our social media channels.

Folgen Sie uns!

Facebook

LinkedIn

Twitter



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Facts & Figures

Website

- More than 600 posts and articles
- 25.000 clicks per week
- Over 10.000 visitors per week
- Average time spent 6.28 min.

Blog

- Reading pleasure - from hardcore IT to stock market fantasies
- Who are the leading minds, what are the leading insights?
- Latest insights, paper discussions and future scenarios

Social Media

Over 1,000 followers on LinkedIn, Twitter, Facebook

Monthly Newsletter

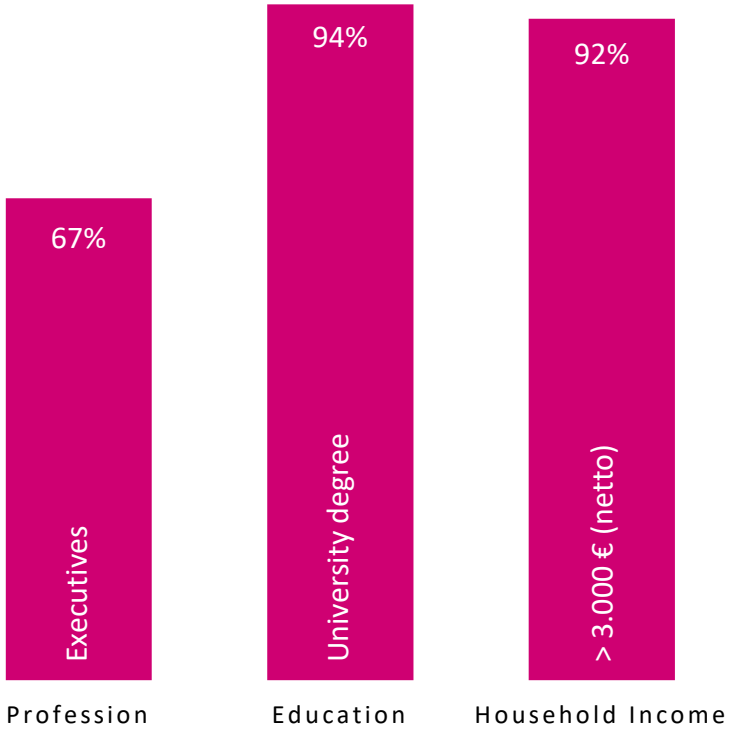
Approx. 1,700 subscribers

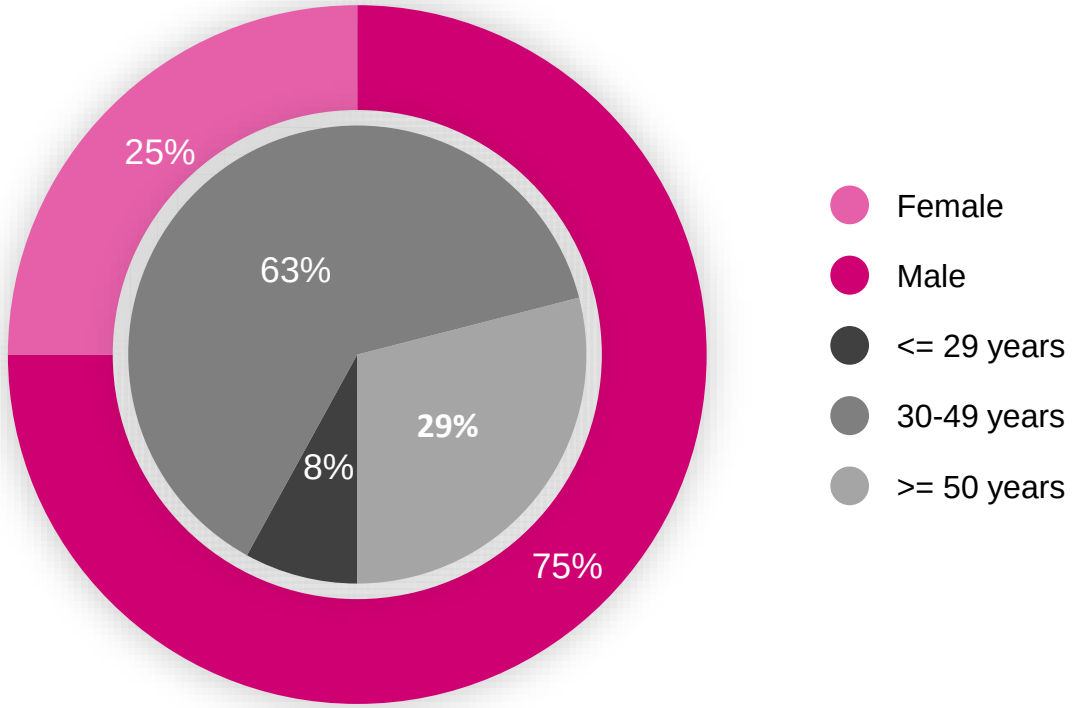
Our Readers

10,000 decision makers, managers, executives and IT professionals read “DW”

The magazine is available from Springer Link and Springer Professional.

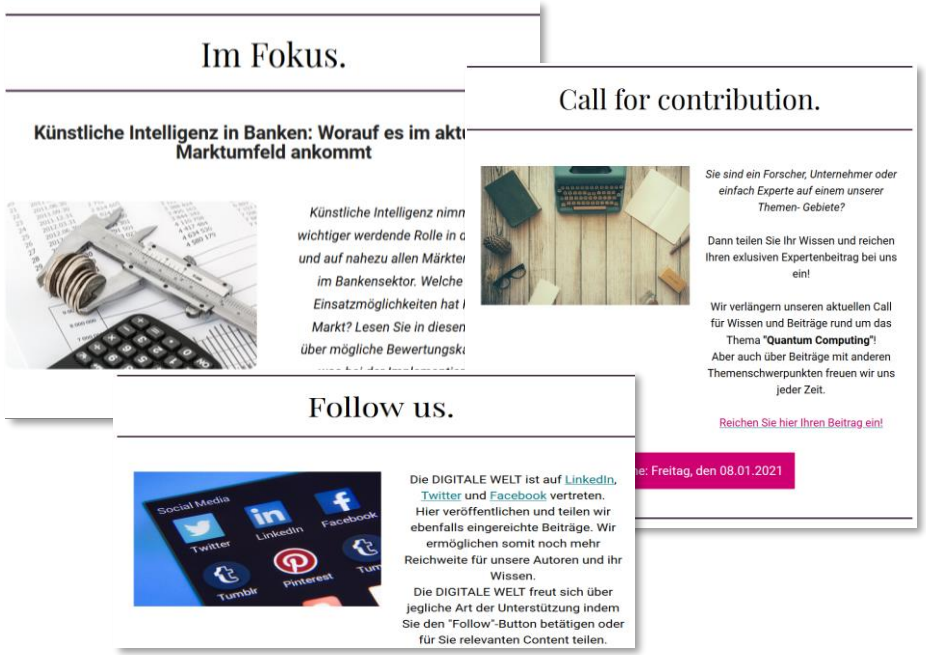
Past issues can be found for free download on our website.





Newsletter

In our monthly newsletter, our subscribers receive the latest information on current specialist and blog articles relating to digital transformation Digitalization.



Ca. 1.700 Abonnenten!

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Format and Price – Magazin (Print Format)

New custom. dicount : 25%
Agency discount : 15%

	½ page vertical	½ page horizontal	1/1 full page	2/1 two full pages
Final format*	103x280 mm	212x138 mm	212x280 mm	424x280 mm
Typesetting format	88x252 mm	178x124 mm	184x252 mm	388x252 mm
Price in €	€ 2.750,–		€ 4.950,–	€ 9.500,–

* plus 3 mm bleed

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Format and Price – Online

Newsletter	€ 350,–
Top Banner	€ 650,–
Side Banner	€ 450,–
Online Advertorial / Sponsored Post	€ 4.950,–
Kombipaket | Newsletter / Top Banner	€ 900,–
Kombipaket | Newsletter / Side Banner	€ 700,–
Kombipaket | All Banner	€ 900,–
Kombipaket | All Banner / Newsletter	€ 1.200,–

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Contact

Please contact us on further questions

redaktion@digitaleweltmagazin.de

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