



DIGITALE WELT
SCIENCE MEETS INDUSTRY

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.





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.

Cloud based QC with Amazon Braket

The approaches to solutions in quantum computing technology are ambitious. Quantum computing is one of the most promising technologies in the world. It is a technology that is still in its infancy, but it has the potential to revolutionize the way we think about computing. Amazon Braket is a cloud-based quantum computing service that allows you to run quantum circuits on a variety of quantum hardware. In this interview, we talk to the team at Amazon Braket about the challenges of building a quantum computing service and the future of the technology.



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Azure Quantum – Das Full-Stack-Ökosystem für Anwendungen auf Quantencomputern

Azure Quantum is a full-stack ecosystem for quantum computing. It provides a unified interface for accessing and managing quantum hardware and software. In this interview, we talk to the team at Azure Quantum about the challenges of building a full-stack ecosystem and the future of the technology.

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AWS

The quantum speedup will allow completely new applications

The quantum speedup will allow completely new applications. This is the promise of quantum computing. In this interview, we talk to the team at AWS about the challenges of building a quantum computing service and the future of the technology.



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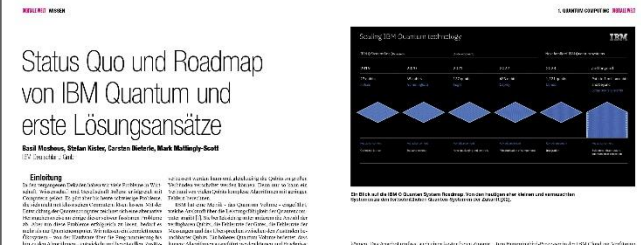
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Microsoft

Status Quo und Roadmap von IBM Quantum und erste Lösungsansätze

IBM Quantum is a leading provider of quantum computing services. In this interview, we talk to the team at IBM Quantum about the status quo and the roadmap for the future of the technology.



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Google

IBM

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!



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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

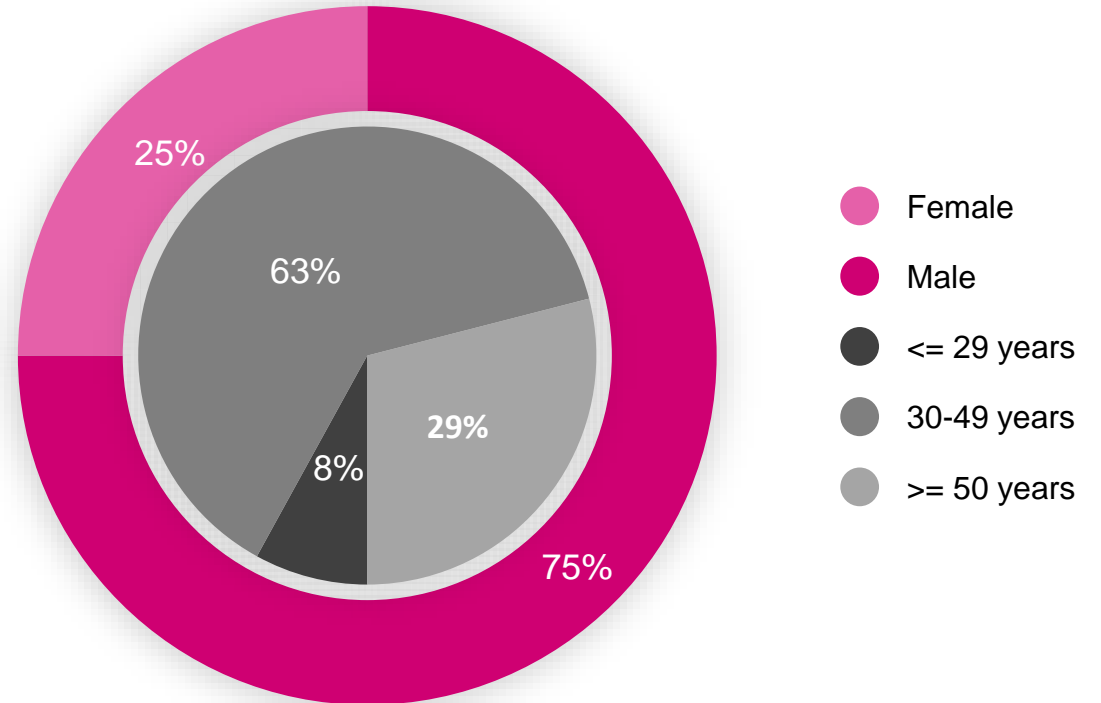
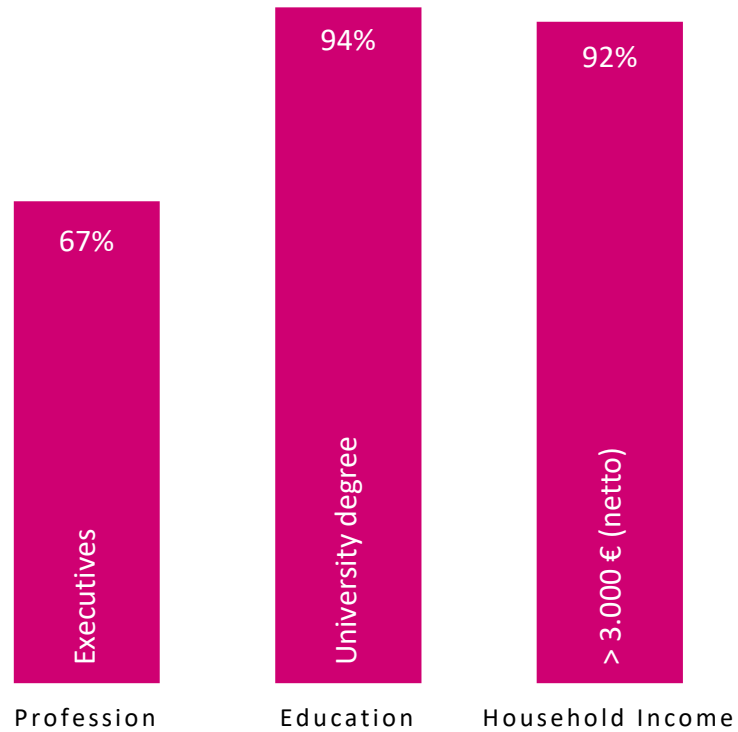


Our Readers

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.

Im Fokus.

Künstliche Intelligenz in Banken: Worauf es im aktuellen Marktumfeld ankommt



Künstliche Intelligenz nimmt eine wichtiger werdende Rolle in der Wirtschaft und auf nahezu allen Märkten ein. Welche Einsatzmöglichkeiten hat sie im Bankensektor? Lesen Sie in diesem Artikel über mögliche Bewertungskriterien.

Call for contribution.

Sie sind ein Forscher, Unternehmer oder einfach Experte auf einem unserer Themen-Gebiete?


Dann teilen Sie Ihr Wissen und reichen Ihren exklusiven Expertenbeitrag bei uns ein!

Wir verlängern unseren aktuellen Call für Wissen und Beiträge rund um das Thema "Quantum Computing"! Aber auch über Beiträge mit anderen Themenschwerpunkten freuen wir uns jederzeit.

[Reichen Sie hier Ihren Beitrag ein!](#)

Freitag, den 08.01.2021

Follow us.



Die DIGITALE WELT ist auf [LinkedIn](#), [Twitter](#) und [Facebook](#) vertreten. Hier veröffentlichen und teilen wir ebenfalls eingereichte Beiträge. Wir ermöglichen somit noch mehr Reichweite für unsere Autoren und Ihr Wissen.

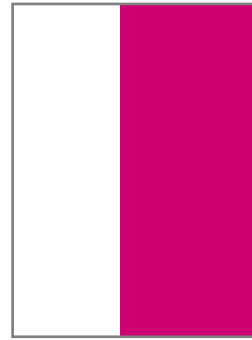
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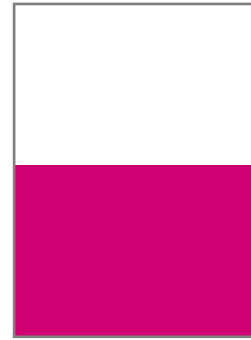
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Format and Price – Magazin (Print Format)

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

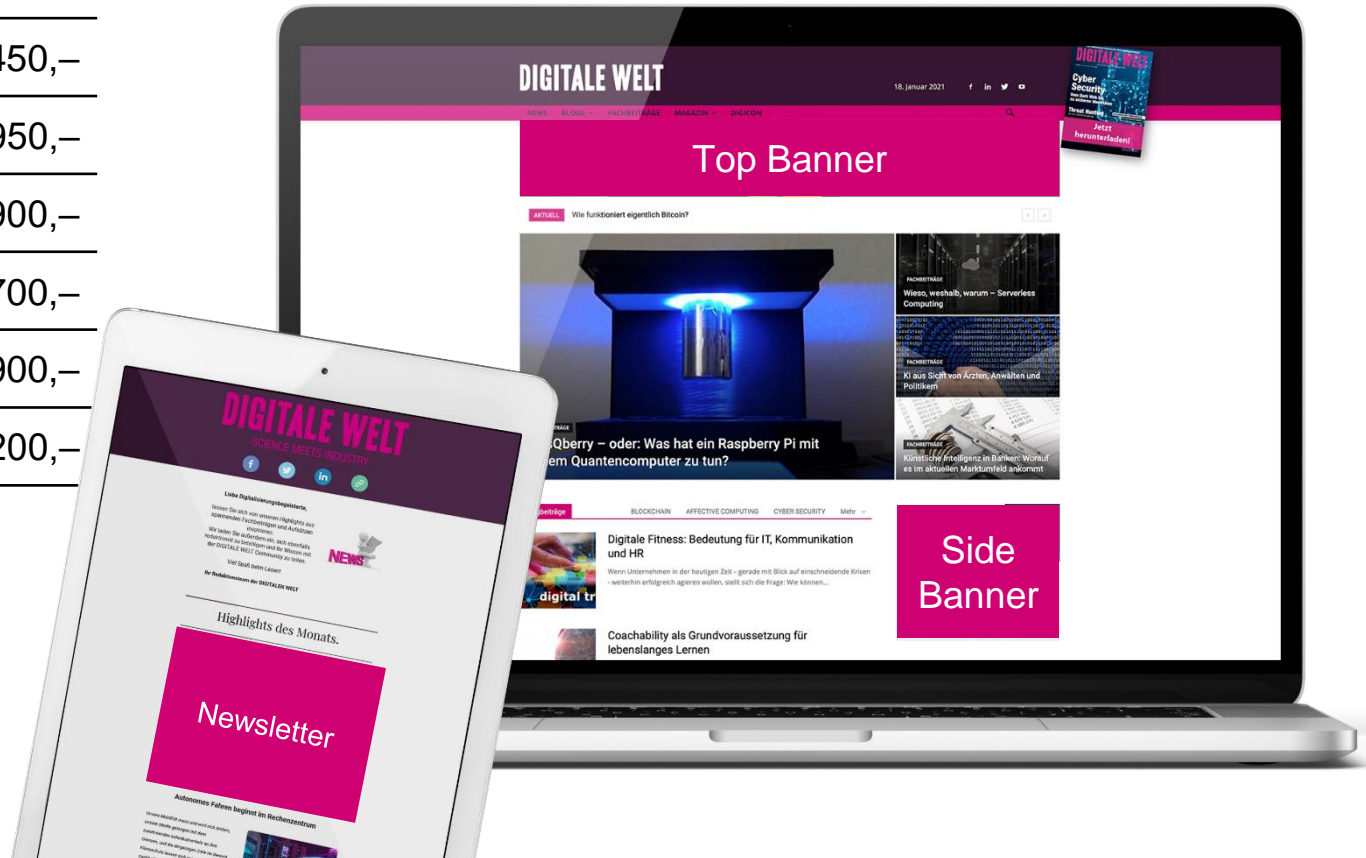


Format and Price – Online

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|---------------------------------------|-----------|
| Newsletter | € 350,- |
| Top Banner | € 650,- |
| Side Banner | € 450,- |
| Online Advertorial / Sponsored Post | € 4.950,- |
| Kombipaket Newsletter / Top Banner | € 900,- |
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