

data protection



a special issue of

funkschau

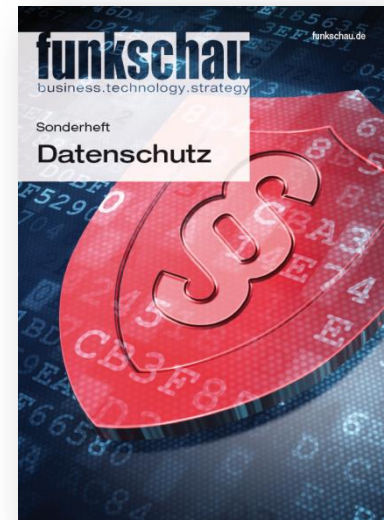
business.technology.strategy



As of May 25, the European General Data Protection Regulation (EU-GDPR) will come into force. This regulation lays down rules relating to the protection of natural persons with regard to the processing of personal data. Henceforth, personal data as well as the entire data chain must be stored and processed in a transparent manner: Where does personal data exist, how is it used and forwarded?

In accordance with this regulation, there are many new obligations for companies, in particular in the fields documentation, risk evaluation and controlling. What is needed, are state-of-the-art solutions.

This causes uncertainty among IT responsible managers: Which products and services are necessary? How to ensure transparency and documentation of customer data? How to communicate and report in a crisis situation? The funkschau special issue **data protection** provides hints and instructions regarding a GDPR consistent security strategy.



Publication date:
February 26th, 2018
Ad closing date:
January 26th, 2018
Printing material deadline:
February 1st, 2018

The topics of the special issue:

- Security automation
- Data management
- Monitoring
- Identity and access management
- Employee seminars
- Data security impact assessment
- Security strategies
- Crisis communication

The funkschau special issue **data protection** targets investment decision makers and security officers. It offers a guideline for constitution and amendment of compliance with the use of sensitive data.

Thus, the special issue is the platform for manufacturers, service providers and distributors to showcase their security solutions in a professional environment.

Use the print issue as well as the online platform **securityxpert.de** including newsletters for a comprehensive and targeted communication. Reach the investment decision makers throughout all industries – without waste coverage!

There is an exciting topic you don't see here? Feel free to contact us! We are interested in your ideas and recommendations.

Subject to alterations

**Use the cross-media package to reach the ICT decision makers
– targeted and without waste coverage!**

PRINT	Media package 1:	Media package 2:	Media package 3:
	1/1 page ad or advertorial	1/2 page ad or advertorial	1/3 page ad or advertorial
	+	+	+
ONLINE	<ul style="list-style-type: none"> ✓ Company logo within the microsite securityXpert at funkschau.de with link to company website or to your existing entry in the suppliers' compass ✓ Company logo within special newsletter securityXpert (more than 12,600 recipients) with link to company website or to your existing entry in the suppliers' compass 		
	Special rate: € 5,600.-	Special rate : € 3,800.-	Special rate : € 2,900.-

funkschau keyfacts



- ▶ **Top ranking: Once more among the TOP50 of Germany's top-selling professional journals**
(according to HORIZONT ranking May 2017)
- ▶ **High sold circulation!**
Total circulation of 34,622 print copies, sold circulation: 5,595 copies
(Source: IVW Q4/16 - Q3/17)
- ▶ **Extensive online coverage: 1.79 million page impressions p.a.**
(according to IVW-Online 11/2016 - 10/2017)
- ▶ The **funkschau newsletter** reaches more than 12,600 recipients with each issue
(As per 09/2017)
- ▶ High credibility. Strong acceptance.
Your reliable partner for 90 years.

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