

datacenter guide



a special issue of
funkschau
business.technology.strategy

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The topic datacenter is becoming more and more complex these days. Decisions should not be made light-heartedly, as they have an impact on the whole digital transformation process of a company.

Datacenter operators not only are in charge of the most efficient climate and the best DCIM tool for maximizing IT availability, but are also asked to find answers for the threat of DDoS attacks. The IT Director who handles the outsourcing of the company's IT, must choose the colocation or cloud supplier that fits best in the security and compliance standards of the company.

The funkschau special issue datacenter provides information, inspiration and help for decision makers to find the best solution for their company.



**Datacenter 1/2018 with a circulation
of 34,622 copies!**

(IVW quarterly average Q4/16 – Q3/17)

The topics:


- ✓ Cabling/ infrastructure
- ✓ Security (IT and physical)
- ✓ Active components
- ✓ Virtualization, consolidation
- ✓ Energy efficiency
- ✓ Energy supply
- ✓ Carrier / connections
- ✓ Managed services
- ✓ Software defined datacenter
- ✓ Monitoring
- ✓ Cooling, climate
- ✓ Storage, backup
- ✓ IT management
- ✓ Power supply

Special issues Datacenter

issue	Publication date	Ad closing date	Deadline for print material
1/2018	Mar 9, 2018	Feb 16, 2018	Feb 22, 2018
2/2018	May 18, 2018	Apr 25, 2018	May 2, 2018
3/2018	Sep 14, 2018	Aug 24, 2018	Aug 30, 2018
4/2018	Nov 23, 2018	Nov 2, 2018	Nov 8, 2018

+ cross-media advertising on the microsite
www.funkschau.de/datacenter
and in the datacenter newsletter

4 issues – 4 x choose your cross-media package!

PRINT	<p>media package 1:</p> <p>1/1 page ad or advertorial</p>	<p>media package 2:</p> <p>1/2 page ad or advertorial</p>	<p>media package 3:</p> <p>1/3 page ad or advertorial</p>
			
ONLINE	<ul style="list-style-type: none"> ✓ Company logo within the microsite Datacenter at funkschau.de including a redirect to your existing entry in the funkschau suppliers' compass ✓ Company presence in the monthly special newsletter Datacenter (12,600 recipients) 		
	<p>special price: € 8,995,-</p>	<p>special price : € 4,895,-</p>	<p>special price: € 3,560,-</p>

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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