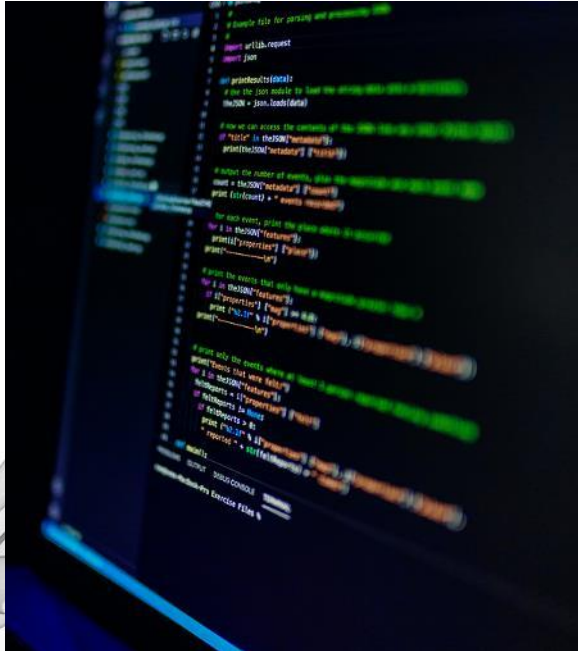


MEDIA DATA 2025 - EN/US



1 Target group



"IT Finance Magazine is aimed at IT specialists and department heads (IT/organization managers, senior IT staff) of BaFin/FMA/FINMA-regulated companies" (banks, savings banks, insurers, FinTechs, ...)

The target group is extremely vertical and thus prevents wastage.

If you want to address IT decision-makers and those who prepare these decisions, you can only really reach your target group with IT Finanzmagazin to really reach your target group.

2 IT Finance Magazine is a source of ideas and instigator for IT innovations



The screenshot shows the homepage of IT Finanzmagazin. At the top, there is a navigation bar with categories like 'Aktuell', 'Top 10', 'Termine', 'Studien', 'FinTech', 'Anwendung', 'Strategie', 'SB & Filiale', 'Security', 'Karriere', 'Marktübersichten', 'Kolumnen', and 'Schwerpunkte'. Below the navigation, there are several article teasers. One features a man's portrait with the headline 'Solaris: E-Money-Geschäft eingestellt, mehr Entlassungen und CCO weg ... Transformation oder Rückschritt?'. Another features a woman with a smartphone and the headline 'So gelingt Banken der schnelle und einfache Einstieg in digitale Assets!'. A third features a bar chart and the headline 'STRATEGIE: Vertragschans durch DORA: Bringt KI die Rettung?'. There is also a newsletter sign-up box and a promotional banner for 'Handelsblatt Tagung Banken Tech' on 3.-4.12.2024 in Frankfurt. At the bottom, there are more article teasers, including 'Vereinzelt Engpässe an Geldautomaten durch Streik: DK rät Kunden zum Einzelhandel' and 'SWIFT: Swift testet ab 2025 Live-Transaktionen mit digitalen Vermögenswerten und Währungen'.

IT Finanzmagazin is the technical news magazine for banks, savings banks, insurers and regulated FinTechs.

We report on future topics in the financial sector - clever technical solutions for institutions and providers, digitization projects and ideas for modern, digital products.

IT Finanzmagazin provides readers with news, articles, interviews and analyses specifically for the very IT-savvy target group, from IT specialists to IT-related department heads.

The current focus follows daily developments in IT, organization and the markets.

3 Current editorial topics

Cloud

- Trends, Best Practices
- Provider change
- Managed cloud for banks
- Compliance and data protection (within the meaning of requirements, such as GDPR and critical company data)
- IT security (technical measures and architectures)
- Vendor dependency / vendor lock-in
- Data integrity and reliability

Core banking systems

- Trends, Best Practices
- Migration
- Low code
- AI in bank management
- Test & Quality Management
- Stability, reliability, availability - current trends
- API for integration of solutions
- Banking-as-a-Service
- Cost reduction

Artificial intelligence

- Predictive analytics
- Robotic Process Automation
- Use of artificial intelligence (AI) and machine learning (ML)
- Automation of processes
- Personalization
- Development of new business models
- Data protection
- Generative AI in use (chat, advisor, ...)

Identification

- Biometrics
- IAM
- Digital identification, eIDAS

Online banking

- Digital sales solutions
- Digital customer management
- Digital showrooms
- Digital service
- Optimal channel selection

Security for Finance

- Fraud prevention
- 2FA/ Multi-Factor Authentication
- Secure apps
- Threat Intelligence
- Human-centered security design/social engineering
- Awareness & organizational resilience
- Malware & Ransomware
- Money laundering prevention
- Encryption, Zero Trust and ZTNA

Market overviews

- Core banking systems
- Neobanks
- DLT/blockchain solutions
- Banking-as-a-service providers
- Core systems for insurers
- Ident service provider
- Kyrpto trading apps

ESG / Sustainability

- Technology life cycle
- Green IT
- Banking of the future
- Platforms
- Blockchain & DLT

Regulation

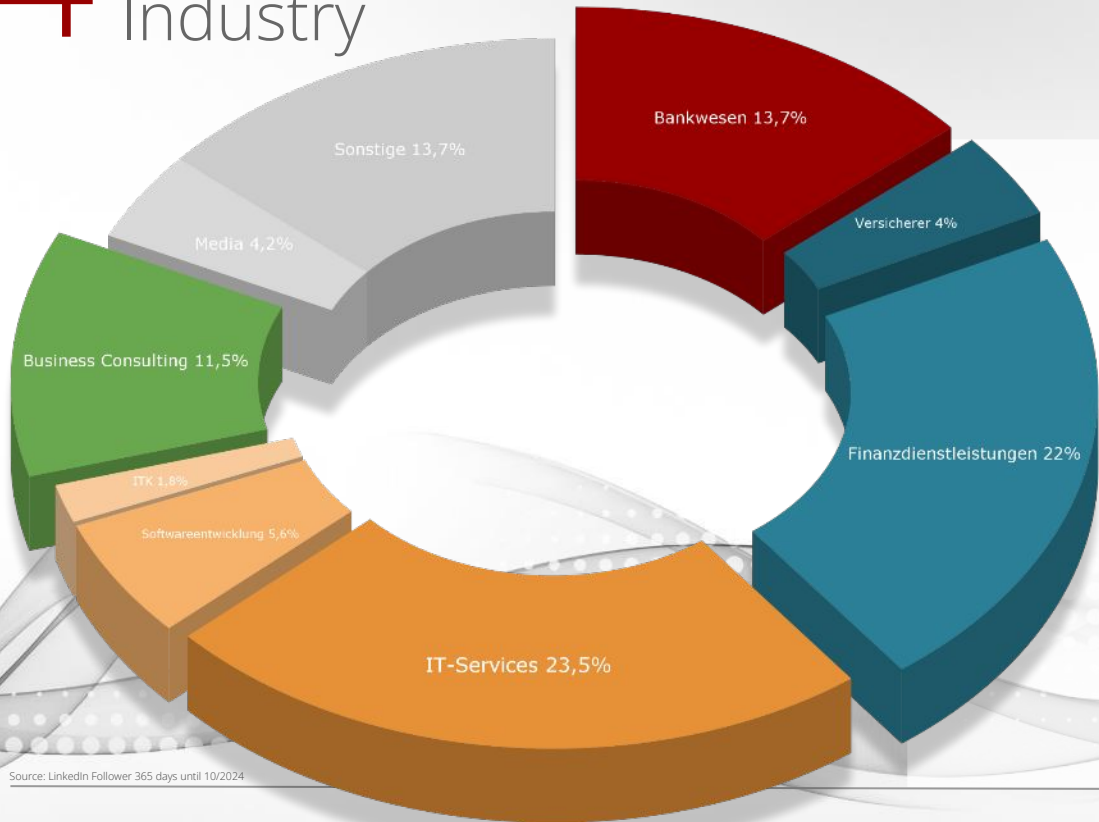
- RegTech
- E-Euro/ CDBC
- Blockchain, DLT
- MaRisk (BAIT/ VAIT /KAIT), RTS
- DORA, FISA, NIS-2
- API (XS2A, ...)

Future technologies

- AGI (AI 2.0)
- Quantum computing
- Supercomputing
- HID
- Platform strategies
- Open Finance

... over 9,500 contributions
online.

4 Reader structure: Industry



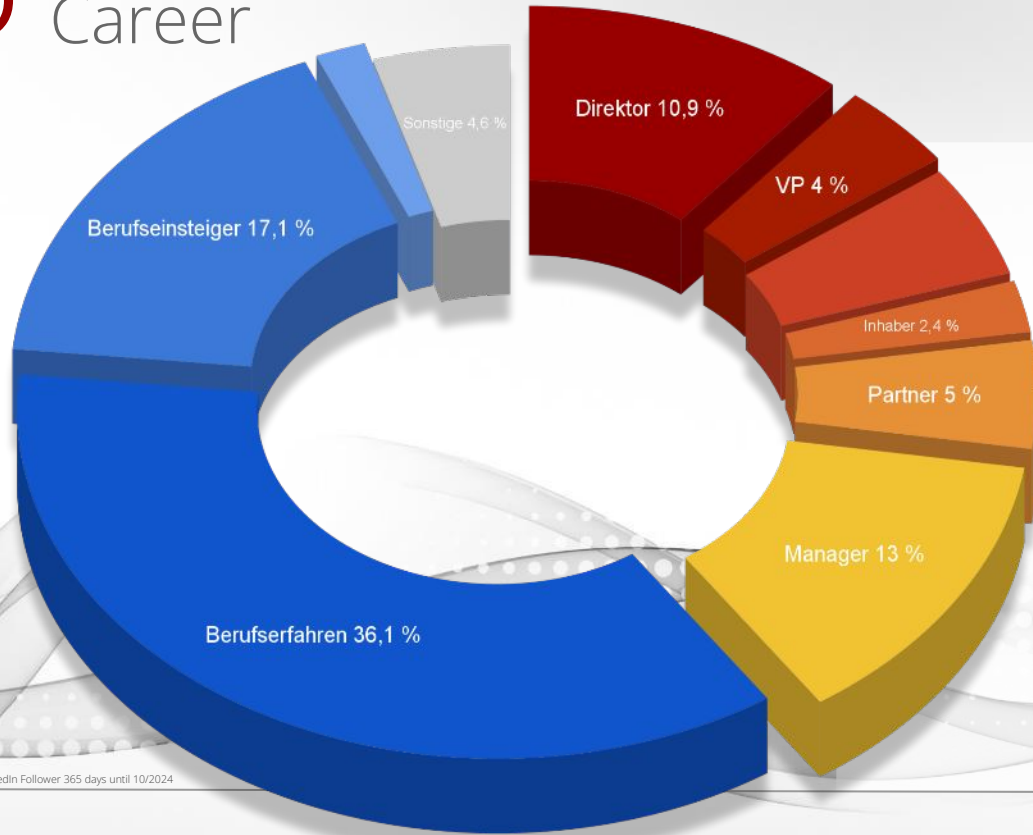
The readership of IT Finanzmagazin is divided into two large groups:

Finance departments
together around 40 percent
(banking, insurers, financial service providers
-services/FinTechs plus credit brokers)

Computer scientists and IT specialists
just under 31 percent
(from IT services, software developers and the
technology/information and internet").

Others:
Business Consulting 11.5 % and
Media & Communication with 4.2 %

5 Reader structure: Career

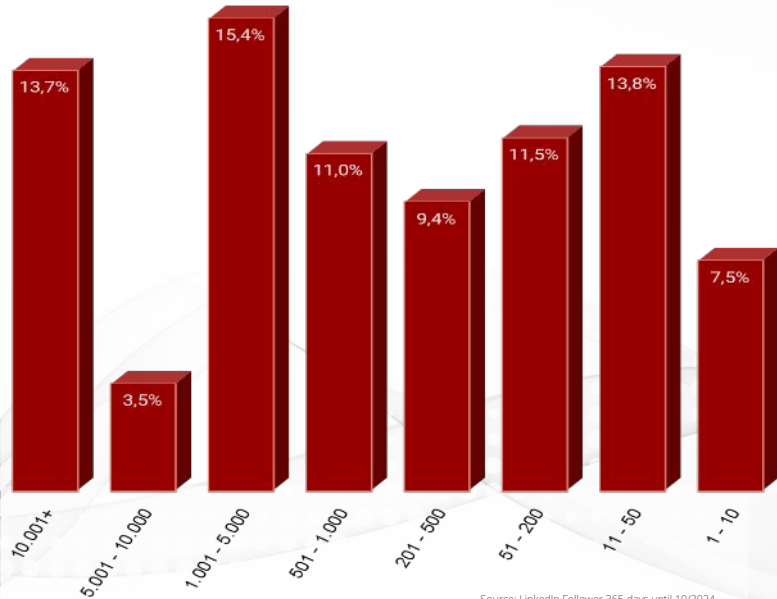


In terms of career level
IT Finanzmagazin serves two large groups:

Executives
in total around 41 percent
(director, VP, management,
owner, partner and manager) and

Qualified specialists
53 percent
(experienced employees
and career starters).

6 Reader structure | Company size



Source: LinkedIn Follower 365 days until 10/2024

If you break down the readers of IT Finanzmagazin according to company size, two points stand out:

1. the readers are in all size categories of banks, savings banks, insurers and FinTechs.
2. the high value for readers is unusual, who work in companies with 10,000+ employees. This points to two large banks.

7

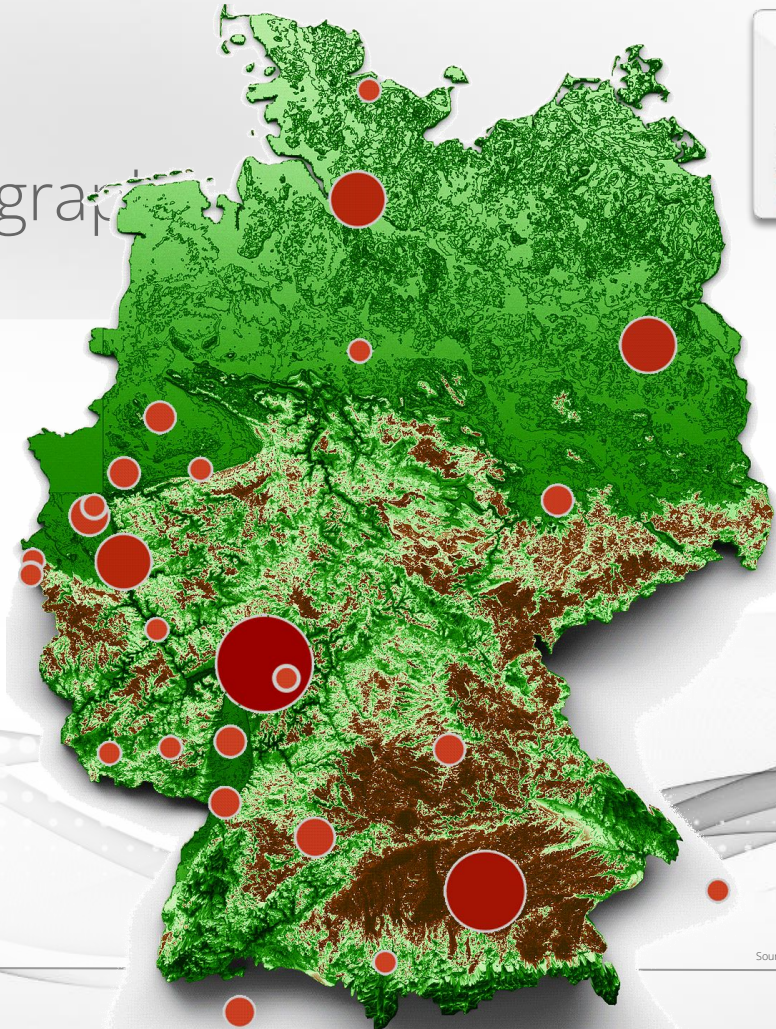
Reader structure | Geographical

IT Finanz
magazin

It is hardly surprising that IT Finanzmagazin in the four German financial centers (Frankfurt, Munich, Berlin and Hamburg).

- Frankfurt/Rhine-Main 19.9 %
- Munich metropolitan region 13.6 %
- Hamburg and surrounding area 7.5 %
- Cologne/Bonn region 7.3%
- Berlin metropolitan region 7.0%
- Stuttgart region 3.1%
- Düsseldorf and surrounding area 2.9%
- Leipzig and surrounding area 2.3%
- Nuremberg metropolitan region 2.1%

... but Zurich, London, Linz and Vienna also stand out.



<- Vienna :-)

Source: LinkedIn Follower 365 days until 10/2024

Media data 2025

8 Reach | Website & Newsletter



IT Finanzmagazin is read by over 60,000 IT experts per month, generating around **85,000 unique views**. We publish the daily updated access figures automatically and daily here:

<https://www.it-finanzmagazin.de/mediadaten/>

Over 4,100 readers have subscribed to our newsletter. You can also find the exact number on the media data page; transparent and updated daily.

We measure with our own software, which is not only fully GDPR-compliant, but also measures much more strictly (than GA4) and really only counts if a person has clicked on an existing page via a clearly identifiable computer (**click fraud protection**).

Monat und Jahr	Pageviews/Monat (Unique Views)	Sitzungen/Monat (Unique Users)	PI/Monat (ungefiltert, alle Zugriffe)
Oktober 2023	85.657	60.637	180.428
November 2023	88.795	59.019	188.472
Dezember 2023	95.067	69.727	165.417
Januar 2024	89.660	56.505	182.310
Februar 2024	80.966	54.699	187.824
März 2024	81.800	53.781	228.007
April 2024	75.850	49.155	238.521
Mai 2024	67.003	44.978	181.464
Juni 2024	72.810	47.065	194.999
Juli 2024	84.115	57.495	253.800
August 2024	81.942	48.621	201.253
September 2024	84.959	57.439	226.900

9 Reach | Social Media



LinkedIn
Followers: 5.223



Facebook
Followers: 583



Xing
Followers: 27.292



X (formerly
twitter)
Followers: 5.729



Pinterest
2.1 thousand
monthly views



Bluesky
Followers: 84

10 Ad placement

IT Finanz
magazin



Leaderboard NaviAD Sideboard



StreamAD Skyscraper left and right OnePager

11 Ad formats



THE DISPLAY CLASSIC The leaderboard

Width:	1140 px	1140 px	1140 px
Height:	90 px	141 px	178 px
Price/week:	590,- €	790,- €	990,- €
4 weeks:	2.000,- €	2.680,- €	3.360,- €

Visible on: desktop, tablet and smartphone
(other formats are required for responsive display).
No rotation. Full coverage.
4-week bookings can be freely distributed on a weekly basis.
Formats: TIFF, PNG, JPG, GIF (responsive)
HTML5 (not responsive)
Size: max. 75 KB, ideally 35 KB



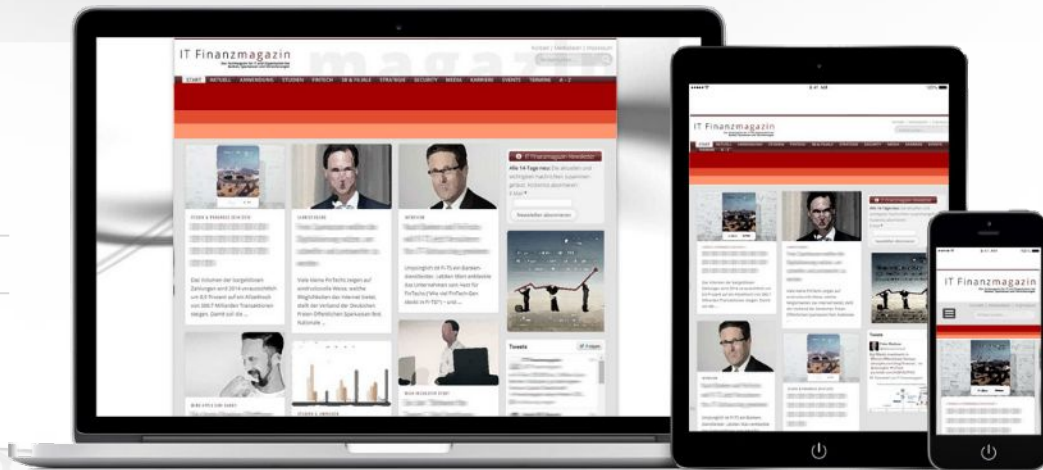
If you want your ads to be displayed equally well on desktop, tablet and smartphone (responsive ads), please provide us with the ad formats listed on page 19.

12 Ad formats



MAXIMUM CTR The NaviAD

Width:	1140 px	1140 px	1140 px
Height:	90 px	141 px	178 px
Price/week:	790,- €	990,- €	1.190,- €
4 weeks:	2.680,- €	3.360,- €	4.040,- €



Visible on: desktop, tablet and smartphone
(other formats are required for responsive display).
No rotation. Full coverage.
4-week bookings can be freely distributed on a weekly basis.
Formats: TIFF, PNG, JPG, GIF (responsive)
HTML5 (not responsive)
Size: max. 75 KB, ideally 35 KB

If you want your ads to be displayed equally well on desktop, tablet and smartphone (responsive ads), please provide us with the ad formats listed on page 19.

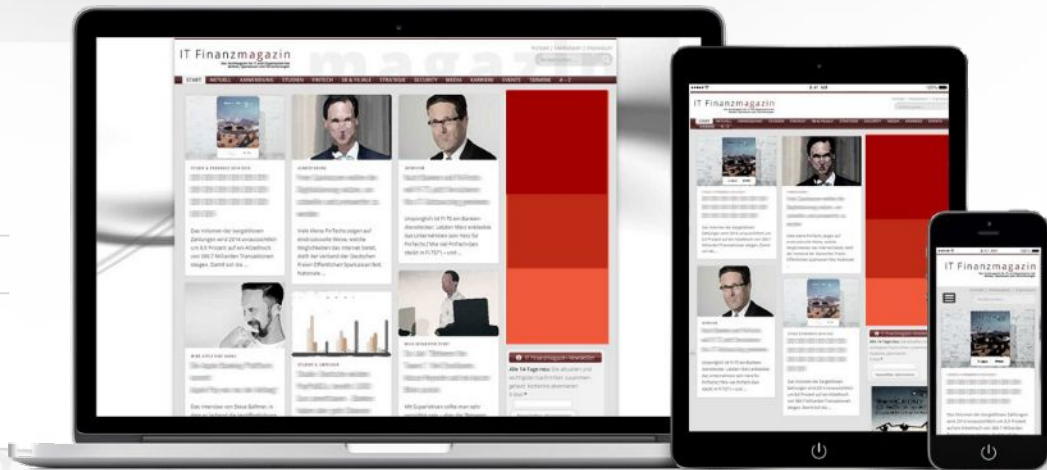
13 Display formats



FLEXIBLE HEIGHT The sideboard

Width:	250 px	250 px	250 px
Height:	350 px	450 px	700 px
Price/week:	350,- €	450,- €	700,- €
4 weeks:	1.190,- €	1.530,- €	2.380,- €

Visible on: Desktop, Tablet (partially)
Other height formats up to 1000px are possible without any problems.
No rotation. Full coverage.
4-week bookings can be freely distributed on a weekly basis.
Formats: TIFF, PNG, JPG, GIF
HTML5 not possible
Size: max. 55 KB, ideally 30 KB



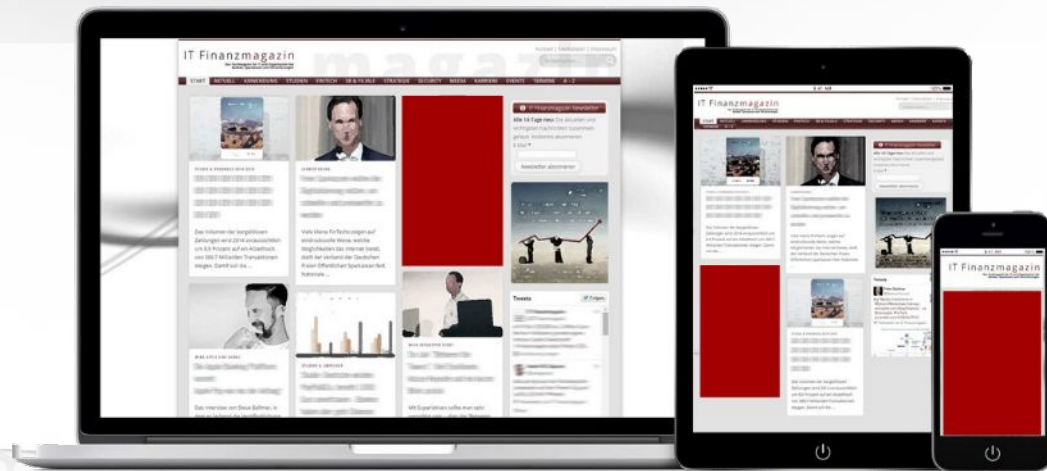
14 Display formats



THE MODERN FORM OF ADVERTISING
The StreamAD

Width:	263 px
Height:	372 px
Price/week:	590,- €
4 weeks:	2.000,- €

Visible on: desktop, tablet and smartphone
Display in main stream and two selectable categories.
No rotation. Full coverage.
4-week bookings can be freely distributed on a weekly basis.
Formats: TIFF, PNG, JPG, GIF
HTML5 not possible
Size: max. 75 KB, ideally 35 KB



Please supply the advertisement in two formats:
- 263 px width with 372 px height and
- 789 px width with 1116 px height (for the technically necessary underside)

15 Display formats



ALWAYS VISIBLE ON DESKTOPS

Skyscraper left

Width:	160 px
Height:	600 px
Price/week:	410,- €
4 weeks:	1.390,- €

Visible on: Desktop

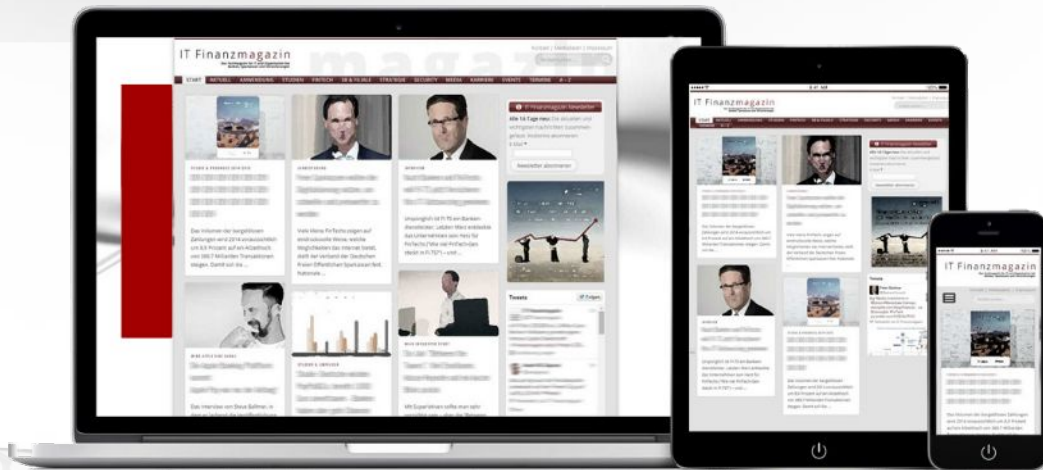
No rotation. Full coverage.

4-week bookings can be freely distributed on a weekly basis.

Formats: TIFF, PNG, JPG, GIF

HTML5 not possible

Size: max. 75 KB, ideally 35 KB



16 Ad formats

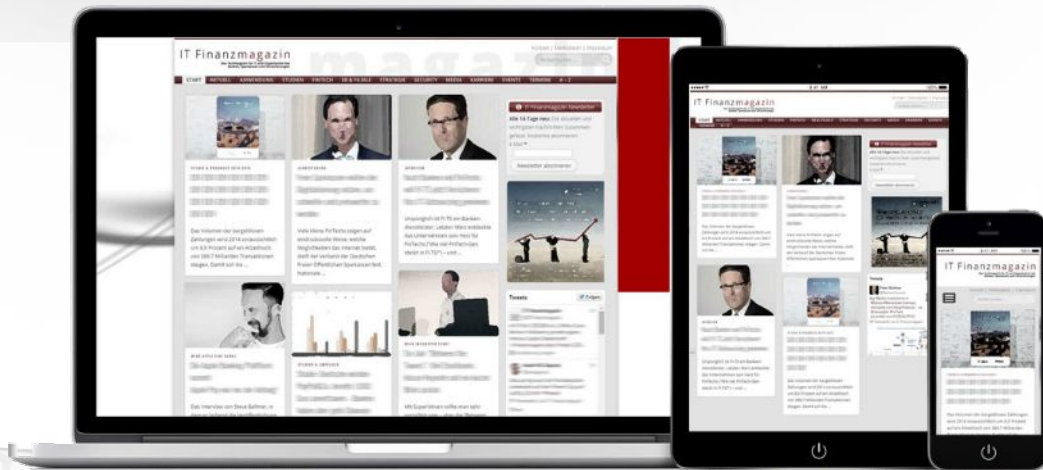


ALWAYS VISIBLE ON DESKTOPS
Skyscraper right

Width:	250 px
Height:	600 px
Price/week:	490,- €
4 weeks:	1.600,- €

Visible on: Desktop

No rotation. Full coverage.
4-week bookings can be freely distributed on a weekly basis.
Formats: TIFF, PNG, JPG, GIF
HTML5 not possible
Size: max. 75 KB, ideally 35 KB



17 Ad formats



FULL-PAGE AD OnePager

Price/piece	1.190,- €
4 x OnePager	4.040,- €

Visible on: desktop, tablet and smartphone

You will receive a subpage on IT Finanzmagazin, which we will layout according to your ideas. You will also receive a StreamAD to access your display from four main streams to refer to. For further advertisements (with a link to the OnePager) we give a 25 % discount. You can find a OnePager demo at: <https://www.it-finanzmagazin.de/onepager-demo/>

Important: The advertisement is identified as an advertisement (press law). The layout does not correspond to the editorial layout. Links are "nofollow". Leaderboard and NaviAD are still displayed.



18 Advertising rates

ADVERTISING FORM	DIMENSION		VISIBLE ON			PRICE	
	Width	Height	Desktop	Tablet	Smartphone	per week	4 weeks
Leaderboard	1,140 px	90 px	✓	✓	✓	590,- €	2.000,- €
		141 px				790,- €	2.680,- €
		178 px				990,- €	3.360,- €
NaviAD	1,140 px	90 px	✓	✓	✓	790,- €	2.680,- €
		141 px				990,- €	3.360,- €
		178 px				1.190,- €	4.040,- €
Sideboard	250 px	350 px	✓	✓		350,- €	1.190,- €
		450 px				450,- €	1.530,- €
		700 px				700,- €	2.380,- €
StreamAD	263 px	372 px	✓	✓	✓	590,- €	2.000,- €
Skyscraper left	160 px	600 px	✓			410,- €	1.390,- €
Skyscraper right	250 px	600 px	✓			490,- €	1.600,- €
OnePager	1140 px	max. 5 images & 6,000 characters	✓	✓	✓	1.190,- €	4.040,- €

19 Displays | Technical data

Delivery of advertising material

Please deliver the advertising material **three working days** (usually no later than Thursday before the booking). Please also think of a target URL with its own tracking.

Tracking

IMPORTANT: Unfortunately, we are unable to provide click reporting as new browsers and AdBlockers have disabled click tracking on our site.

Please use your own tracking for the target URL. If you do not have tracking available, we will be happy to give you tips on how to achieve "quasi-tracking" with external services.

Your ads are delivered despite AdBlocker & co (we are constantly taking measures) - only the counting is affected.

Advertising media formats

PNG (for graphic content), JPG for image content, TIFF, **webp** (not on all browsers). Where possible, we scale and optimize the ads without loss before publication.

Animated GIFs are possible - please pay attention to <https://www.betterads.org/>

Responsive ad display

Leaderboard and **NaviAd** can, if you want a responsive layout (highly recommended!), please deliver in the following additional formats:

Basic format: 90 px height

Width	Height	Medium	
1140 px	90 px	Desktop	obligatory
960 px	110 px	Tablet	optional
760 px	110 px	Tablet	optional
394 px	140 px	Smartphone	recommended

Basic format: 141 px height

Width	Height	Medium	
1140 px	141 px	Desktop	obligatory
960 px	172 px	Tablet	optional
760 px	172 px	Tablet	optional
394 px	220 px	Smartphone	recommended

Basic format: 178 px height

Width	Height	Medium	
1140 px	178 px	Desktop	obligatory
960 px	220 px	Tablet	optional
760 px	220 px	Tablet	optional
394 px	243 px	Smartphone	recommended

20 Newsletter

Text/image advertisement in the IT Finanzmagazin newsletter

	Once	4 circuits
Tuesday	790,- €	2.680,- €
Thursday	590,- €	2.000,- €

The newsletter ad consists of the following elements:

- Headline (optional) and provider logo (optional)
- 400 characters of text (with bold text for emphasis)
- Banner or decorative image with 620 px width x 350 px height and max. 35 kB size

The IT Finanzmagazin newsletter currently has around 4,100 recipients and an open rate of 34.0 - 48,9 %. It is published on Tuesday and Thursday. Only one advertiser is placed exclusively per newsletter.

IT Finanzmagazin Das Fachmagazin für IT-Angebotgeber des deutschen Sparkassen- und Volksbanken-Sektors

Deutsche Bank investiert in Digitalisierung – und dünnt das Filialnetz weiter aus

Die Deutsche Bank hat angekündigt, ihren Beratungsansatz für Privatkunden in Deutschland neuorientieren zu wollen – und wird zugleich eine mittlere zweistellige Zahl an Filialen schließen. Sie setzt gleichzeitig verstärkt auf digitale Services. Ziel ist es, die persönliche Beratung – sowohl in den Filialen als auch per Video und Telefon – vermehrt anzubieten. Mehr...

Anzeige

noris network

Ihr Partner für sichere IT im Finanzwesen

[Jetzt informieren](#)

Vom IT-Whitespace bis in die Cloud

Erfüllen Sie aufsichtsrätliche Vorgaben nach **MaRisk, BAIT, VAIT, ZAIT, KRITIS, NIS2, DORA, IT-SIG 2.0, FISG und ISAE 3402**. Unsere bis TÜV IT-SIG Level 4 zertifizierten deutschen Rechenzentren bieten **höchste Sicherheitsstandards und Verfügbarkeit sowie Georedundanz** (inkl. Erbringung von **Störmelde**), sind **ausgestattet mit SIEM-Systemen** und allgemein **SOC** analysieren und dokumentieren wir Ihre Security Events.

[Jetzt informieren](#)

Commerzbank und Deutsche-Börse-Tochter Crypto Finance starten Kryptogeschäft für Firmenkunden

Die Commerzbank bietet ab sofort ihren Firmenkunden einen neuen Service zur sicheren Verwaltung und zum Handel von Kryptowerten an. Dies geschieht in Zusammenarbeit mit Crypto Finance, einer Tochtergesellschaft der Deutschen Börse, die den Handel der digitalen Vermögenswerte übernimmt. Das Angebot konzentriert sich im ersten Schritt auf die beiden führenden Kryptowährungen **Bitcoin** und **Ether**. Mehr...

DKA führt Schlag gegen die Infrastruktur von digitalen Geldwäschern der Underground Economy

Wie groß ist oder wie die Gefahr wirklich? Darüber haben wir mit Bernd Redecker von Diebold Nixdorf gesprochen. Mehr...

AI Coffee Break
Künstliche Intelligenz in 30 Minuten erklärt

AI Coffee Break: Zukunft verstehen. Chancen nutzen.

In unserer AI Coffee Break erleben Sie die **Möglichkeiten von künstlicher Intelligenz** und erfahren, wie Sie mit **AI Innovationen** fördern. **Webseminarportale** erzielen und die **digitale Zukunft** aktiv gestalten können. Nehmen Sie sich 30 Minuten Zeit für eine **unversteilte Kaffeepause** mit wertvollen Einblicken in die neuesten Technologien, Anwendungsbereiche und strategischen Potenziale von KI.

[Jetzt anmelden](#)

finAPI

PSD2-konformer XS2A-Server für Banken & Finanzdienstleister

[Jetzt informieren](#)

Stressfrei & zukunftssicher: PSD2-konformer XS2A-Server von finAPI

Mit dem finAPI XS2A-Server ermöglichen Sie Drittanbietern (TPP) den Zugriff auf Kontoinformationen und das Auslösen von Zahlungen. Egal, ob **erstmals** Erfüllung der PSD2, **Washout** zur Kostensenkung & **Optimierung** oder **Vorbereitung** der PSD3 - profitieren Sie von einer skalierbaren, **hoch** integrierten Lösung mit hoher Verfügbarkeit und zuverlässiger Performance. **Starten Sie jetzt mit finAPI!**

DG Nexolution, DZ Bank, Festo und G+D zeigen M2M-Payment mit digitalen Geld-Tokens

IT Finanzmagazin

DORA umsetzen: So managen Finanzunternehmen ihre IKT-Dienstleister effizient

Digitales Management der IKT-Dienstleister trägt zur **Resilienz** und **effizienten** Erfüllung der regulatorischen Anforderungen von DORA bei. Lassen Sie, wie Sie mit **Verträgen, Checklisten und digitalen Workflows** Ihre Geschäftsprozesse strukturieren, **DORA-konforme Verträge** erstellen sowie **Früherkennung** (Informationsregister) auf Knopfdruck generieren.

[Mehr erfahren](#)

Robosoft Contracts

Ist Ihre Organisation bereit für DORA?

[Jetzt starten](#)

Bafin verhängt 9,2 Mio. Euro Geldbuße gegen N26

Die Digitalbank N26 ist als Vorangekündigter der Start-up-Szene in Deutschland. Nun hat den das schnell gewachsene Berliner Unternehmen aus der Finanztechnologiebranche **Nachlässigkeiten bei der Geldwäsche-Prävention** aus dem Jahr 2022 er. Die Folge ist eine **Millionenstrafe**, die die Bafin jetzt eine **erste Strafe** verhängt hat: **9,2 Millionen Euro**. Mehr...

Cybercrime Report: Kriminelle kapern bevorzugt Konten

21 Advertising impact

Order of ad reactions

(not CTR, but clicks | with comparable ad quality)

- 1 OnePager/StreamAD
- 2 NaviAD
- 3 Leaderboard
- 4 Newsletter Tuesday
- 5 Skyscrapers left and right
- 6 Sideboard
- 7 Newsletter Thursday
- 8 StreamAD



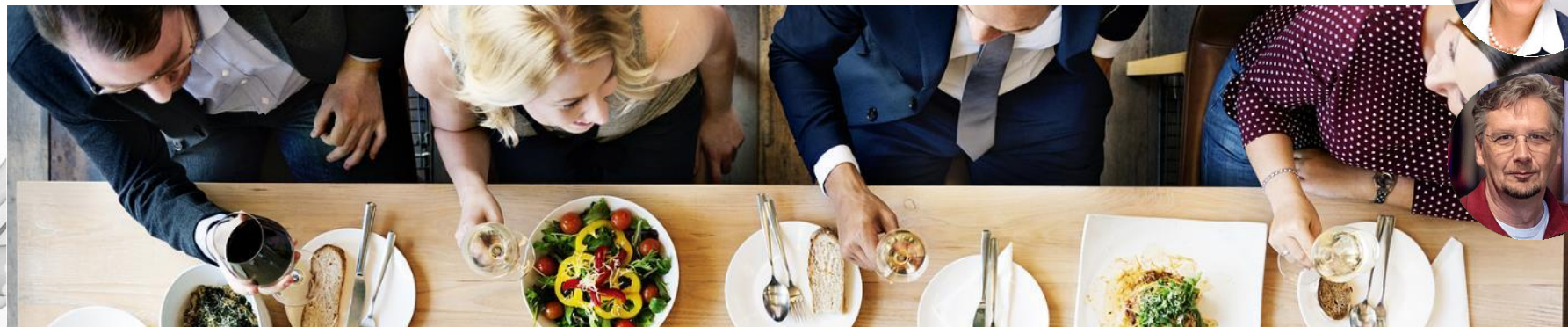
22 Roundtable | We bring you together with the market players in your target group

IT Finanz
magazin

Advantages

- Editorial expertise as a "door-opener" for your relevant target group
- Exchange & discussion with interesting industry contacts
- Double moderation Dunja Koelwel (Market) & Joachim Jürschick (IT/Technology)
- Dinner/lunch together - in an upscale restaurant followed by networking

- Editorial reporting with key messages and images
- PDF with rights of use for editorial reporting
- Optional additional services such as professional video recordings, Inlays, event locations, ... are possible.
- Modular pricing (next page)



23 Roundtable | We bring you together with the market players in your target group



Topics: by arrangement

Number of participants: 5 to 10 people (topic-related market players)

Location: Frankfurt, Munich, Hamburg or Berlin

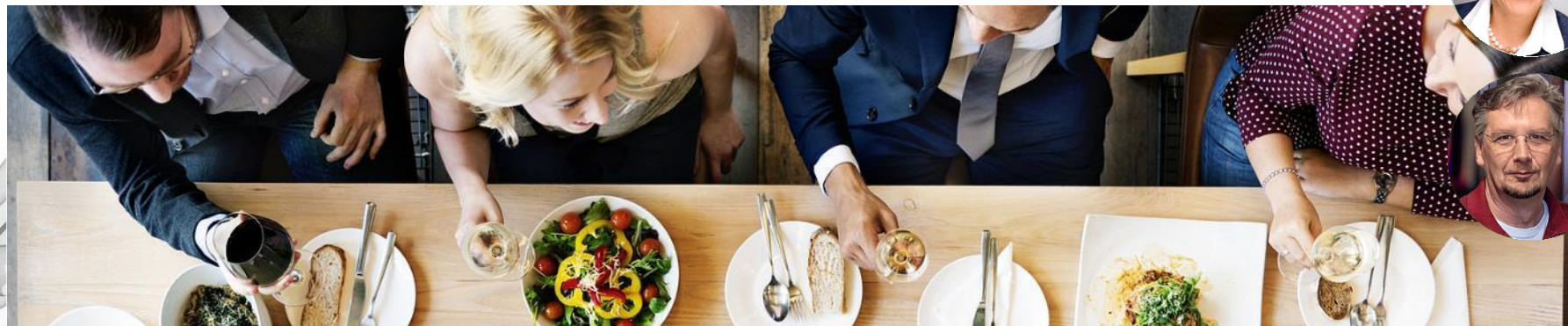
Lead times: approx. 3 months

Basic price with moderation: € 4,950

Location & Catering: 0,- to 3.500,- €

Technology & Photography: 0,- to 1.900,- €

Documents & materials: 0,- to 900,- €



Sponsored Podcast | Your experts in 24 conversation with the editorial team & readers



Listen instead of read: Present yourself as a personality in the industry

The new podcast is a presentation format for showcasing company products in detail and promoting trends. It is the perfect stage to let your experts have their say.

- Tobias Weidemann moderates the IT-Finanzmagazin podcast
- Integration and application in editorial format
- Credible, competent and aimed directly at your target group

Topics: by arrangement/ focus topics

Format: Interview format, approx. 15 to 20 minutes

Recording: Remote, no studio equipment required

Lead times: approx. 4 - 6 weeks

Offer price: 2.800,- to 4.800,- € (according to expendit.)



25 Rights of use & job advertisements

Rights of use for individual contributions

We offer companies unlimited rights of use (for online and print) for articles published on IT Finanzmagazin.
for articles published on IT Finanzmagazin.

Rights of use for individual contributions: 260,- €

Image rights are not included and may have to be purchased separately from the respective rights holders (unless they are IT-Finanzmagazin's own images/photos). This applies primarily to stock images.

If you purchase the rights of use, you will receive the desired article as a PDF in IT Finanzmagazin-Layout with ITFM logo for free use.

Flat-rate rights of use agreement

Flat-rate usage rights can also be purchased for **300,- €/month** (duration at least 1 year) for your own use. This is worthwhile if the use is intended for internal communication, for example.

Job advertisements

Job advertisements cost **250 €/pc**. The format corresponds to StreamAD (see point 14). However, the ads must be clearly recognizable as job ads and are placed in the main stream and in the job ads section.

26 Discount scale

Discount scale

The discount scale is calculated from:

- 50 % of the previous year's turnover
- 100 % of the current annual turnover
- Turnover from rights of use and cooperation agreements
- plus the **turnover of the current campaign** of the respective company (not the agency).

Turnover	Discount
5.000,- €	5 %
10.000,- €	10 %
15.000,- €	15 %
20.000,- €	20 %
from € 25,000	25 %

AE commission: 15 %

We are happy to pay the AE commission if the advertising material is delivered in full at least 3 working days before placement and the invoice is paid within 14 days of invoicing.



27 Key topics 2025

January

Customer Centricity
& customer loyalty

OmniSecure 2025
ProfitCard 2025

february

Instant payment in
practice: A2A, Sofort,
Wero & co.

Frankfurt Digital Finance

March

Fraud detection, CNP
fraud, GWG: **What to
do against
fraudsters?**

FinTechWorld25
CIBI Innovation Day

April

The big **API focus**

Overall bank management

May

Innovationmanag. &
future technology:
How **innovation
becomes corporate
DNA**

Financial service provider of
the next generation
InsureNXT 2025

June

Employee safety
issue

Data centers for FS

July

DLT, CDBC, digital
values: **What will
transactions of the
future?**

august

Low- and no-code
with banks and
insurers

September

**Payment
transactions:** new
payment schemes,
digital euro and EU ID

Banking Summit 2025

october

**Data protection &
data security:**
Convince customers
with services!

it.sa 2025

november

**Core systems - quo
vadis? Is AGI coming
for banks and
insurers?**

Innovario 2025 (unconfirmed)
IT for insurance companies
(unconfirmed)

December

**Digital branch and its
offerings,
digitalization & AI in
the lending business**

BankingTech 2025

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I will be happy to answer your questions. Please do not hesitate.

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