»Most of the companies in existence today will not be able to survive as they have until now. If the Old Economy lets things go too far and doesn’t do anything, it will lose out.«

Karl-Heinz Land,
founder of the transformational consulting firm neuland
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See theme schedule

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All prices are understood to include customs fees, Plus VAT

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<table>
<thead>
<tr>
<th>Edition</th>
<th>Publication date</th>
<th>Editorial close</th>
<th>Advertising close</th>
<th>Press documents</th>
<th>Cover topic/Focus</th>
<th>Trade fairs</th>
</tr>
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<tbody>
<tr>
<td>Mar. 01/2017</td>
<td>Mar. 3</td>
<td>Jan. 20</td>
<td>Feb. 17</td>
<td>Feb. 22</td>
<td>Internet of Things – Business models for the digital economy</td>
<td>March 7-10 Intec Leipzig</td>
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<td>Smart Machines – How industrial robots and artificial intelligence are revolutionizing production.</td>
<td>March 8-12 ITB Berlin</td>
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<td>Virtual Reality – Simulation technologies are shortening design, development and engineering processes</td>
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<td>Health Apps – Daily health check using smart phone and wearables</td>
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<td>Digital Vacation Planning – The new business for the most beautiful weeks of the year</td>
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<td>April 24-28 Hanover</td>
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<td>May 30-31 Automotive Engineering Expo Nuremberg</td>
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<td>Jun. 02/2017</td>
<td>Jun. 2</td>
<td>Apr. 21</td>
<td>May 19</td>
<td>May 23</td>
<td>Recall nightmare – Greater transparency through MES and ERP integration</td>
<td>May 30-June 1 Anga Com Cologne</td>
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<td>May 31-June 1 Innosecure Dusseldorf</td>
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<td>Big Data and Cloud Services – The foundation for better company decision-making</td>
<td>June 20-22 Aachener ERP Days</td>
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<td>Chip, PIN, Biometrics – Digital access and security solutions are moving ahead</td>
<td>June 21-22 MT-CONNECT Nuremberg</td>
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<td>Video Games – The game industry as pioneer of digitization</td>
<td>August 22-26 Gamescom Cologne</td>
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| Sep. 03/2017 | Sep. 15         | Aug. 04         | Sep. 01           | Sep. 06         | **Cyber Security** – The new business hazards from hacker attacks               | September 14-24  
67th IAA Cars Frankfurt/Main  
October 10-12  
It-sa Nuremberg  
October 17-19  
IT & Business Stuttgart  
October 24-26  
DKM Dortmund  
November 13-16  
Medica Dusseldorf |
| Dec. 04/2017 | Dec. 01         | Oct. 22         | Nov. 17           | Nov. 22         | **Dealership Transformation** – How online retail is changing the stationary shopping world  
**3D Printing** – Additive production processes are turning replacement parts logistics on its head  
**Mobile Business** – From business model to business success  
**Digital Education** – Knowledge transfer and management at schools, at universities and at work  
**Megacities** – How technology can improve coexistence in metropolitan areas | 11th IT Summit Federal Government Ludwigshafen  
January 9-12, 2018  
CES Las Vegas  
February 22-24, 2018  
Mobile World Congress Barcelona  
January 2, 2018  
Learntec Karlsruhe |
»Digitization reconciles what so far has seemed irreconcilable: education for everyone, tailored for each individual.«

Dr. Jörg Dräger, Board Member, Bertelsmann Foundation
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<tbody>
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**Frequency and quantity scale***

- 5 percent starting at 2x
- 15 percent starting at 4x
- 20 percent starting at 6x

*Special surcharges are not subject to discounts

**Placement**

- **Cover pages:**
  - +20% over bleed price
- **Desired placement:**
  - + 10% over base price (possible starting at 1/2 page)

**Ads in b/w:**

- 10% discount
### Media Data 2017

**Format**

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For bleed formats, a bleed difference of at least 3 mm is required on all sides.

File format: Print PDF
### Adspecials

(Can only be booked after verifying availability)

- **Exclusive: 2nd cover page**: 12,900 euros
- **Exclusive: 4th cover page**: 12,900 euros
- **Exclusive: Glue-on bookmark (is provided)**: 14,450 euros
- **Exclusive: Glue-on bookmark (incl. printing)**: 19,500 euros
- **Banderole**: 17,500 euros
- **Insert 2-page (plus postage)**: 9,780 euros
- **Insert 4-page (plus postage)**: 12,250 euros
- **Insert 8-page (plus postage)**: 13,400 euros
- **Exclusive: Teaser, large (pages 2 + 3)**: 21,900 euros
- **Glue-on CD (plus carrier ad + postage)**: 9,780 euros
- **Glue-on postcard (plus carrier ad + postage)**: 4,890 euros
- **Exclusive: Island ad in the table of contents**: upon request
- **Exclusive: Island ad in the editorial portion**: upon request
- **Booklet (DIN A6)**: upon request

### Job market

- **4-color, exclusively text area format**: For formats, see previous page
  - Total price 4-color, 1/1 page: 7,340 euros
  - Total price 4-color, 1/2 page: 4,400 euros

### Advertorial*

For example, for a "best practice story" relating to your company, you provide us with text and images. We lay out the article and label it as an advertorial. Total number of characters per page: About 1,500, plus image and logo.

- **Base price 1/1 page**: 10,760 euros
- **Base price 2/1 pages**: 21,520 euros

### Advertorial with special printing

In addition to inclusion in business impact, you can order a two-page special printing with a press run of 500 copies.

- **Price 1/1 page incl. 2-page special printing**: 13,050 euros
- **Price 2/1 page incl. 4-page special printing**: 26,100 euros

*Placement in editorial section*
»Digitization is an issue for the boss. This responsibility cannot be delegated.«

Karl-Theodor zu Guttenberg, CEO, Spitzberg Partners LLC New York
Marketplace entry

Ensure that your presence is effective with a marketplace entry. Your choice of six keywords, indicating where your company will be found in the keyword index. Contact data: All the means of communication to reach you quickly. Your logo: Incisive and attention-getting. Your business card in the market. Your company description: Present your expertise and your top reference customers.

Costs:
380 euros per edition
4 editions
249 euros per edition

Company Profile*

You have the option of placing your portfolio of products and services, reference customers, photos of sales or business managers, for example, efficiently on a 1/1 page. You receive a template and provide us with text and data. The design is included in the price.

Cost: 8,800 euros
* Placement nearby the Marketplace
»Research and development, the service business, employees right from the field, and naturally IT – again and again, interdisciplinary teams discuss and evaluate business strategies and opportunities for digitalization as holistically as possible.«

Michael Nilles, CIO, Schindler Group
Print run: 12,500 copies
Actually distributed circulation: 12,150

Why read business impact?
The world of the future is networked. Expanding digitization is changing the economy and our society on a long-term basis. This is associated with far-reaching changes that no one can escape any longer. So digitization affects us all, whether professionally or personally. business impact sheds light on digitization and its effects.

What industries does business impact cover?
Business impact primarily focuses on sectors relating to information technology and communication, vehicles and mobility, banking and insurance, e-health, tourism and retail.

Who is behind business impact?
Media-Manufaktur is its publisher. The renowned trade publishing house also publishes automotiveIT and carIT. The communication takes place in networked form via magazines, online and congress channels.

The German trade press nominated business impact as the trade medium of the year in 2014, and it took second place in the "Best Trade Magazine of the Year" category.
»No one should prejudge forward-looking forms of mobility just because the current legal framework does not take the Internet, apps and online platforms into consideration.«

Christian Freese, General Manager Uber India
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