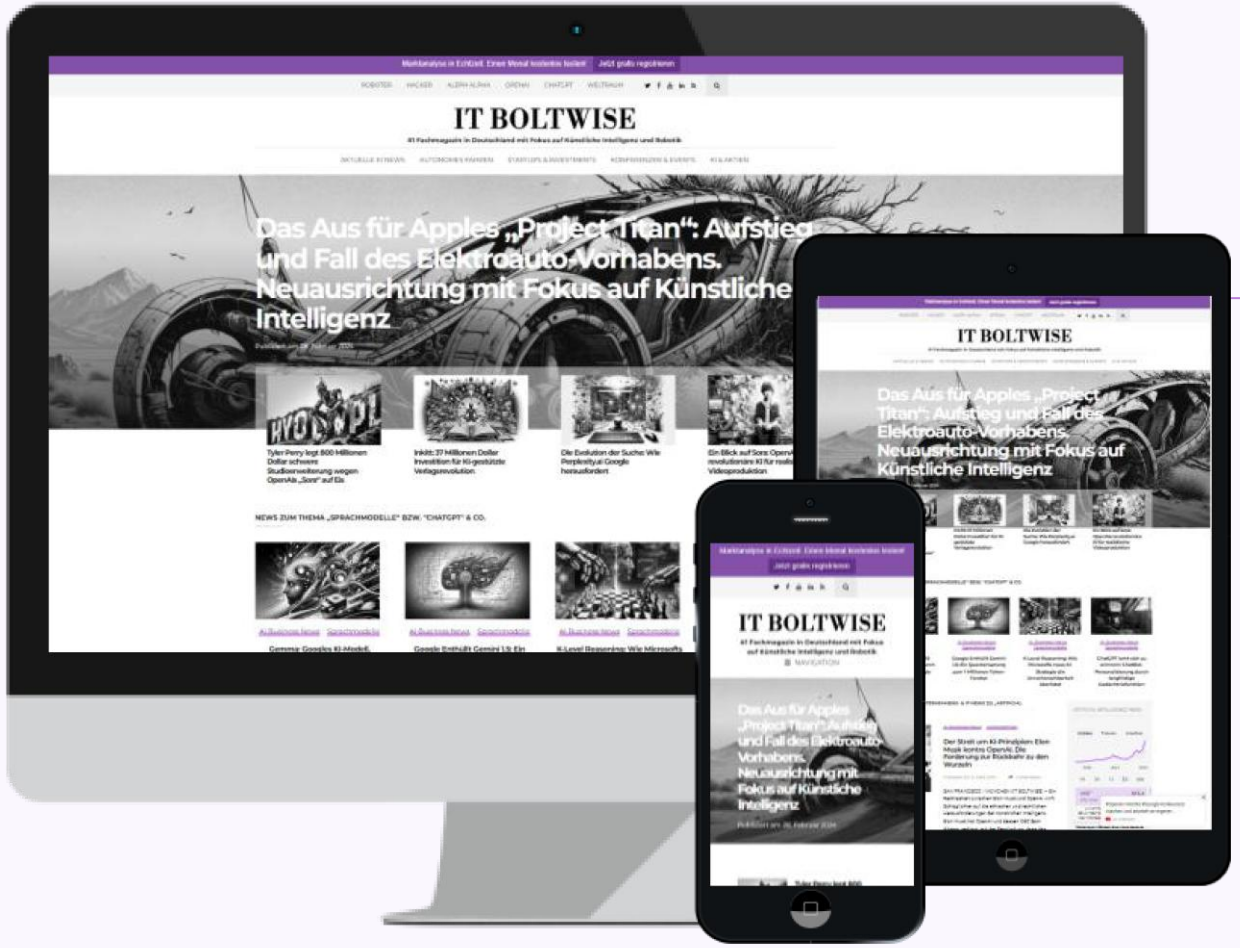
IT BOLTWISE
empowered by Crypto Technology

Media Information it boltwise

№ 1 AI & Robotics Magazine in Germany

It-boltwise.de | March 2026

It-boltwise.de - the trade magazine with a focus on artificial intelligence and robotics



IT BOLTWISE

was founded in 2017 in New York and presents daily the latest IT news and technology for German-speaking entrepreneurs, founders, IT enthusiasts and decision makers. IT BOLTWISE® is the first German magazine and the number 1 magazine in Germany with a focus on artificial intelligence and robotics.

KEY DATA

Target group

- Founders
- Decision-makers
- Entrepreneurs
- Venture capital providers / investors

Categories and environments

- News
- Startups
- Investments
- Artificial intelligence
- Events
- AI & shares

Traffic

Page Impressions	2.11 Mio.
Visits	1.41 Mio.
Uniques	944.082
Newsletter	2.867

Options at it-boltwise.de

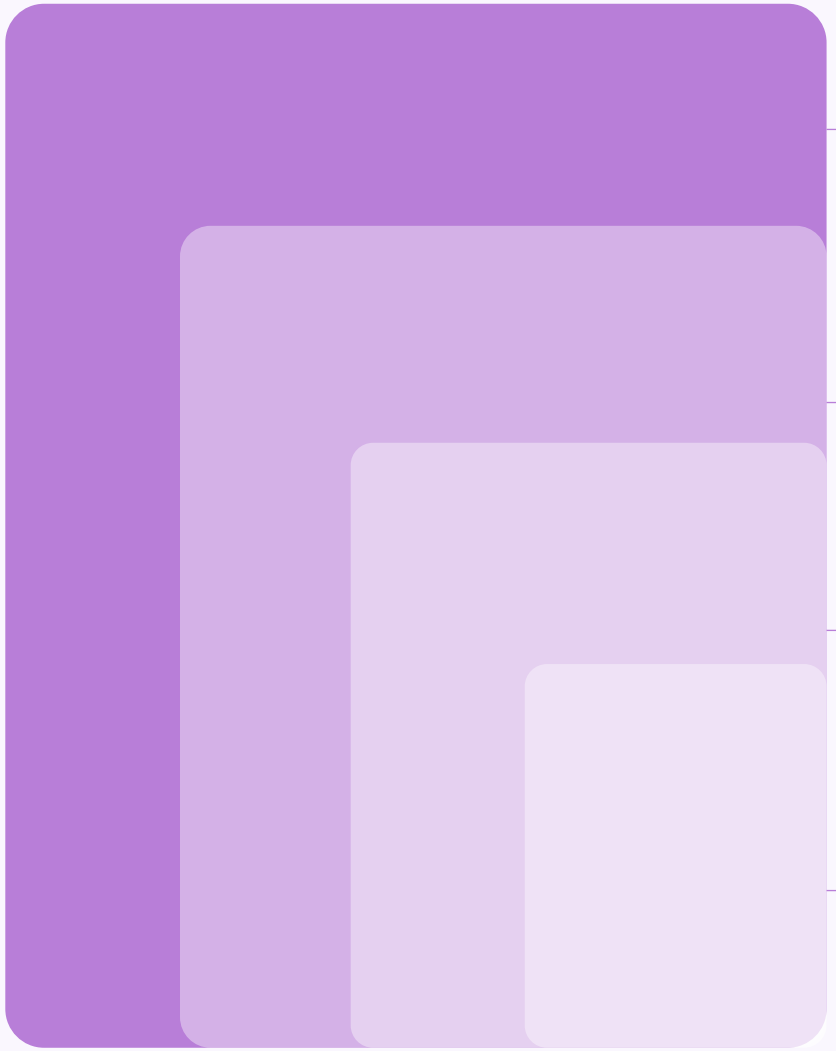
Content Marketing - score points with content!

Work with us to develop a communication strategy customised communication objective **content marketing campaign** tailored to your individual communication goals.

From simple **paid articles** to **sponsored posts** or **advertorials** through to your own **brand hub** as an exclusive topic page for your brand world, everything is possible!

No matter what you choose, every contribution is carefully checked by our content experts to maximize the added value and the right tone of voice for our B2B/decision-maker target groups.

On request, our **content experts** can can also provide you with **conceptual advice** and create the right content for you.



Brand Hub as your own brand world

- Exclusive aggregation page for your sponsored post series
- High visibility of your content through extensive teaser measures

(Native) Advertorial

- Permanently placed teasers ensure additional traffic and permanent visibility during the booked campaign period

Sponsored Post

- 48 hours on the homepage
- Social Media Push with paid ads on Instagram, LinkedIn, Facebook & Co.
- Newsletter Integration

Paid Article

- Simple publication in the
- Newsflow without further
- teaser measures

Content Marketing - score points with content!

Teaser

Content

1

A sponsored post is well suited for presentation of a product or service in need of product or service in the environment of a target group with an affinity for the topic.

2

Due to its editorial design, it fits well into the well into the publication environment. From a report to an interview all common forms of presentation are conceivable.

3

A sponsored post is integrated directly into the CMS system of a publisher, so that the article appears like a classic news article on the homepage. In addition, the Sponsored Post is also distributed via all other available communication channels (e.g. "X", Facebook) + newsletter.

ADVANTAGES

- Utilises the reach and credibility of the publisher
- High acceptance within the target group
- Native advertising form promises high visibility
- Variety of display formats offers scope for different ideas different ideas
- Even complex messages can be conveyed

The publisher reserves the right to reject articles if the topic does not match the page, or to edit if the style does not match the style of the page.

Special forms of Advertising | Sponsored Post

DISTRIBUTION

At least 24 hours on the homepage, then placement in the section

Search engine effectiveness

Republish possible

Facebook fans
over 10,000

LinkedIn followers
over 2,000

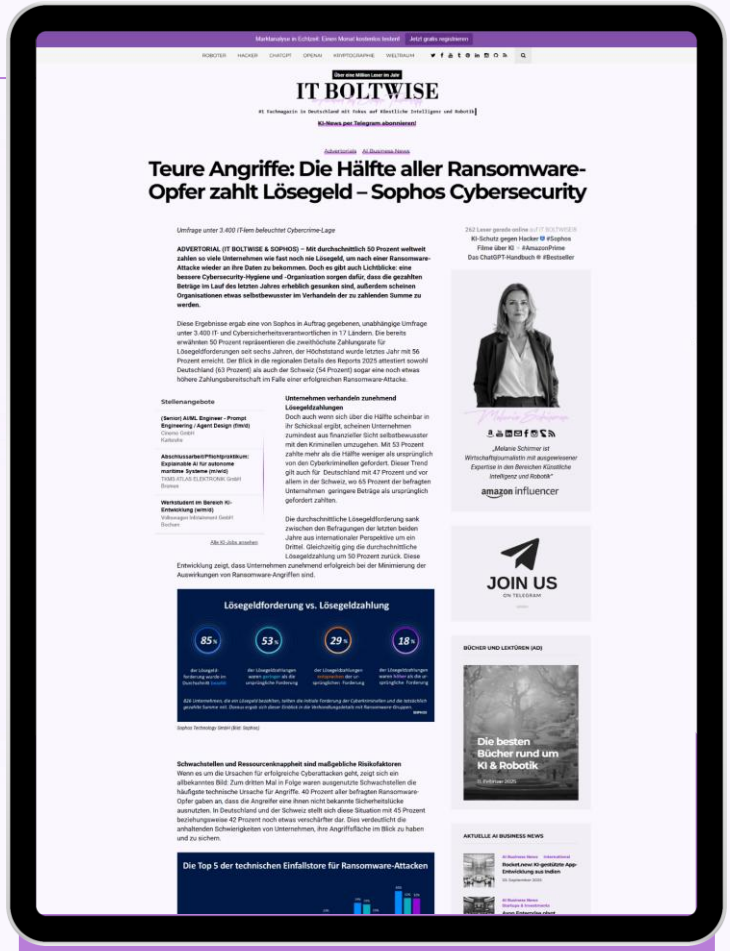
Instagram followers
over 97,000

Newsletter recipients
over 2,500

Specifications:

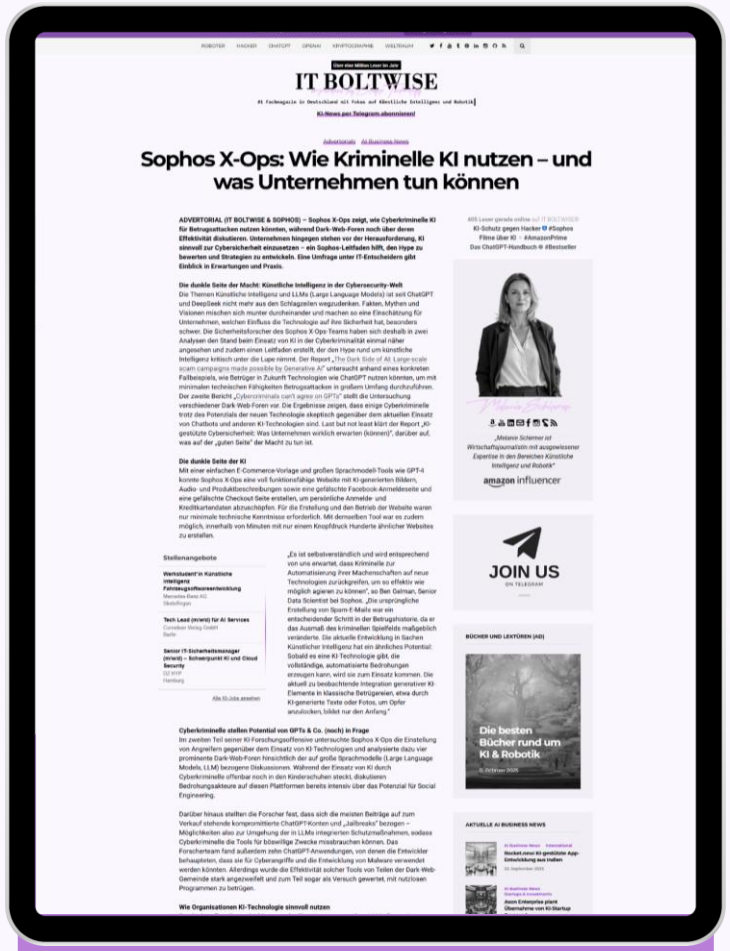
Headline: max. 75 characters including spaces; **Teaser text:** max. 250 characters including spaces; **body text:** 3,000 to max. 5,000 characters including spaces; Video possible.

Image: 660x380px, max. 2 images in the text; max. 40 kB.



Example

Special forms of Advertising | Sponsored Post



Example

DISTRIBUTION

Up to 5,000 article views/ unique users guaranteed with our social media ad campaign support

At least 48 hours on the homepage, then placement in the section

Search engine effectiveness

This testimonial is part of a promoted sponsored advertorial

Reach achieved within **6 weeks** for SOPHOS

Instagram
668,410 unique users

LinkedIn followers
7,768 unique users

Facebook
101,913 unique users

Advertorial interactions
12,310 unique users

Packages	Sponsored Post 2.500	Sponsored Post 5.000
Publication on it-boltwise.de on the homepage	At least 48 hours	At least 72 hours
Instagram Story		✓
LinkedIn	✓	✓
Facebook	✓	✓
2 x Newsletter dispatch	2	2
Application on the it-boltwise channels	6 weeks	8 weeks
Guaranteed calls	2,500	5,000
Length (number of characters incl. spaces)	Max 2,500	Max 5,000

Our Unique (Promoted) Sponsored Advertorials

PROMOTED SPONSORED ADVERTORIALS

Our internal sales team offers very unique **(Promoted) Sponsored Advertorials** with guaranteed reach, supported by targeted Facebook, Instagram and LinkedIn campaigns to promote your advertorial. For example, for the **#1 ai cybersecurity company Sophos** we generated **over 10,000 clicks & interactions** and reached **more than 100,000 unique users** in just **6 weeks**.

Package 1

Advertorial without separate social media push

Perfect for distributing multiple press articles each year, with discounts starting from 4 publications annually

€1,400 euros

Package 2

Promoted (sponsored) advertorial with social media push (advertising campaigns on Facebook, Instagram and LinkedIn for the advertorial) and **2,500 guaranteed views** and an estimated reach of **50,000 unique users (impressions)**

€2,900 euros

Package 3

Promoted (sponsored) advertorial with social media push (advertising campaigns on Facebook, Instagram and LinkedIn for the advertorial) and **5,000 guaranteed views** and an estimated reach of **100,000 unique users (impressions)**

€5,900 euros

Display Multiscreen

Pricing 2025 | it-boltwise.de

Format	Homepage / Section	Website Rotation	Segment Rotation	Channel Rotation
Billboard / Sidebar / Wallpaper + Mobile Interscroller	155 €	135 €	110 €	105 €
Halfpage Ad + Mobile Interscroller	155 €	135 €	110 €	105 €
Billboard / Sidebar + Mobile High Impact Ad / Mobile Halfpage Ad	145 €	125 €	110 €	100 €
Wallpaper / Halfpage Ad + Mobile High Impact Ad / Mobile Halfpage Ad	135 €	115 €	105 €	95 €
Adbundle + Mobile Medium Rectangle	95 €	75 €	65 €	55 €
Native Ad IN	-	-	-	-
Native Ad OUT	-	-	-	-
Outstream Video Ad	-	-	-	-

All prices are subject to VAT and are AE-eligible.
Presented in CPM unless otherwise stated. Expandables with 25% CPM surcharge.

Display Desktop

Pricing 2025 | it-boltwise.de

Format	Homepage / Section	Website Rotation	Segment Rotation	Channel Rotation
Homepage Takeover	165 €	145 €	135 €	125 €
Double Sidebar / Cinema Ad	160 €	140 €	130 €	120 €
Fireplace	145 €	125 €	115 €	105 €
Billboard Ad	145 €	125 €	115 €	105 €
Sidebar Ad	145 €	125 €	115 €	105 €
Wallpaper	145 €	125 €	115 €	105 €
Premium Ad Package (Billboard, Wallpaper, Sidebar)	140 €	120 €	110 €	100 €
Halfpage Ad	135 €	115 €	105 €	95 €
Medium Rectangle	120 €	100 €	90 €	75 €
Ad Bundle	95 €	75 €	65 €	55 €
Skyscraper	95 €	75 €	65 €	55 €
Super Banner	85 €	65 €	55 €	45 €

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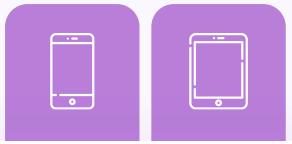
Display Mobile

Pricing 2025 | it-boltwise.de



Format	Homepage / Section	Website Rotation	Segment Rotation	Channel Rotation
Roadblock XXL – High Impact Ad + Interscroller	160 €	150 €	140 €	140 €
Roadblock XL – High Impact Ad + MMA 4:1 Adhesive	140 €	130 €	120 €	120 €
Mobile Interscroller	130 €	120 €	110 €	110 €
Interstitial	125 €	115 €	105 €	105 €
Mobile Cube Ad	120 €	110 €	100 €	100 €
Mobile High Impact Ad / Premium Rectangle	120 €	110 €	100 €	100 €
Mobile Halfpage Ad	115 €	100 €	95 €	95 €
Mobile Medium Rectangle	105 €	90 €	85 €	85 €

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Content Marketing + Newsletter

Pricing 2025 | it-boltwise.de

Content Marketing	Website Rotation
Sponsored Post	1,400 €
Sponsored Post Refresh	900 €
Sponsored Post 2,500 Guaranteed Views	2,900 €
Sponsored Post 5,000 Guaranteed Views	5,900 €
Newsletter	-
Brand Hub	On request
Podcast	-

Newsletter	Website Rotation
Image / Text display	-
Banner advert	-
Theme Newsletter / SAM	

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Conditions and specifications

Volume discounts*

From Amount	Discount
From 20,000 €	3%
From 50,000 €	5%
From 75,000 €	10%
From 100,000 €	12%
From 200,000 €	14%

* are granted depending on any cash/kind discounts.
Please ask your contact person about discounts for publishing multiple advertorials/sponsored posts per year for your regular press work.

Minimum Booking Volume

1.000 € (AE-netto)

CPM mark-ups	
Expandables	25%
Video Ads	10%

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Technical specifications

On request via tech@it-boltwise.de

Deadlines and delivery of advertising material to advertising@it-boltwise.de

Three working days before placement (display); five working days for content marketing

Redirect: Third-Party-Advertising possible

Targeting: Extensive targeting options

- Regional / National (A, CH)
- Temporary
- Browser
- Operating system

Quality control

- Optimised campaign monitoring
- Transparent reporting

it-boltwise.de

We will be happy to advise you.

E-Mail:
advertising@it-boltwise.de

Internet:
it-boltwise.de

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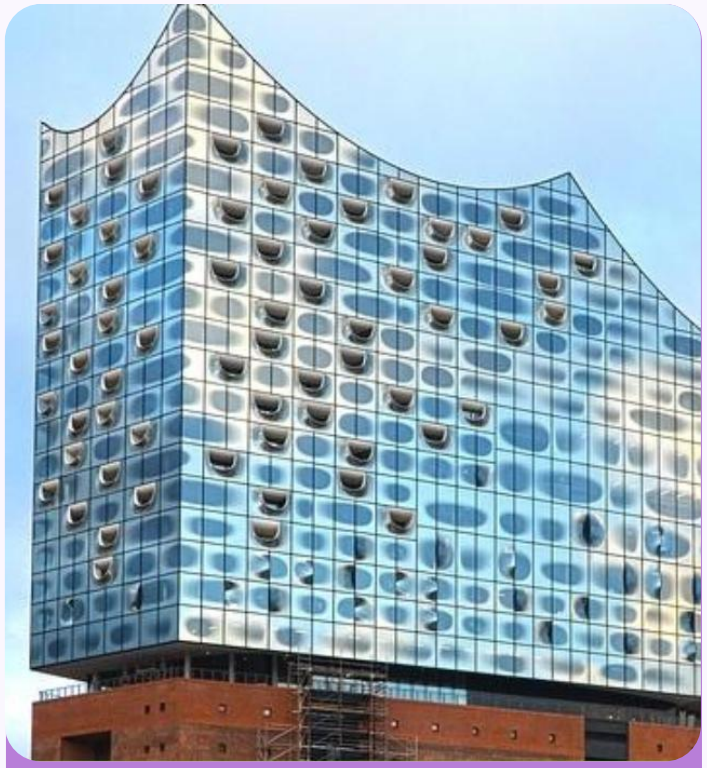

B.W. Corp.

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