dnp dotnet**pro**

Das Magazin für Profi–Entwickler

MEDIA DATA 2025

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Portrait

dotnetpro delivers concentrated knowledge for professional developers

- **dotnetpro** is the pioneering software developer magazine in the German-speaking world with a focus on Microsoft .NET. The constant communication between readers, editors and advertisers ensures that opinions are formed in a varied and objective manner.

- **dotnetpro** is THE knowledge and communication platform for the German-speaking .NET developer community and a competent guide for developers who develop applications and solutions for Windows, for mobile devices or cross-platform with Microsoft technologies.

- **dotnetpro** provides in-depth knowledge for software developers who write programs for Microsoft and non- Microsoft platforms and addresses important developments such as the influence of artificial intelligence on .NET software development, cloud computing and DevOps.

- **dotnetpro** supports readers in practical questions of application development across all phases - from requirements gathering to programming to deployment, and places these in the context of modern, efficient software architecture and quality.

- **dotnetpro** reports on Microsoft technologies such as .NET Core, C#, F#, Q#, .NET MAUI, Blazor, WPF, XAML, ASP. NET Core, Entity Framework Core, SQL Server, .NET Aspire, NET Orleans, Git/GitHub Copilot, Azure AI, Azure DevOps and Visual Studio (Core) and provides information about relevant technologies such as Angular, React, Vue, JavaScript or Node.js as well as programming languages such as Python or Rust.

- **dotnetpro** is responsible for the program creation of the Developer Week (DWX) and .NET Developer Conference, which are tailored to professional software developers, and thus ensures a high-quality program coordinated with dotnetpro.

Editorial concept

Target group

- **dotnetpro** is aimed at professional system and application developers who work in companies, system houses or independently, as well as decision-makers who are responsible for the selection of technologies, platforms, databases, development environments and software solutions.

- **dotnetpro** is therefore compulsory reading for all
- Software architects and developers
- Database, web and system developers
- Team and department heads of development teams
- Technical decision-makers

- IT professionals (system, database, network)
- IT managers and consultants, business analysts
- Students of computer science and related courses

Topics

Update	News about new products, interviews and conference reports
Focus	Topic with particular relevance for the target group at the time of publication
Tools	Presentations and tests of helpful products
Frontend	This is how developers build interfaces that are maintainable and testable, and these technologies are recommended for this.
Core	How to business logic, use interfaces and APIs or rely on microservices and message bus systems.
Backend	How to use databases and access data.
Workout	Recipes for more software functionality and -quality, tips and tricks.
Planning	How good applications are structured and how to achieve the perfect architecture. In addition, developer knowledge beyond the lines of code, such as soft skills and marketing strategies.
Innovation	Space for new trends and technologies, that provide new impetus in software development, e.g. artificial intelligence/ChatGPT.
Job market	Current job offers in the (software) industry

Dates & topics

Edition 2025	Date of first publication	Deadline for printing documents	Topics (subject to change)	
02	16.01.2025	09.12.2024	Quantum computing	
03	20.02.2025	21.01.2025	Data access	
04-05	17.04.2025	18.03.2025	Single Page Applications	
06-07	19.06.2025	15.05.2025	Low code, no code and AI	DWX -Issue
08-09	21.08.2025	21.07.2025	Distributed applications and infrastructure	
10-11	16.10.2025	15.09.2025	.NET	DDC -Issue
12-01	11.12.2025	11.11.2025	Test software	

Advertising opportunities

Print
- Display
- Advertorials

Online
- Display ads
- Sponsored posts
- Guest article
- Newsletter
- Stand-alone mailings

Cross–media packages
- Print
- Online
- Mailing

Events
- Developer Week
- .NET Developer Conference

Print magazines

Website

Newsletter

Direct mailings

Content Marketing

Sponsored Post

Whitepaper DL

Events

Print range

Appearance
- 6 issues/year

Print run
- 4,500

We produce 148 pages of high-quality specialist articles for software developers and programmers every two months.

All information is carefully researched and checked and is available in the print edition as well as online for the usual platforms.
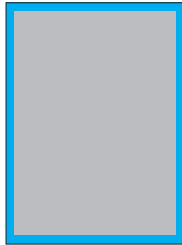
All specialist articles can be conveniently accessed in an extensive online archive.

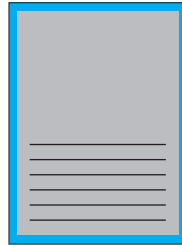# Advertisements, advertorials & guest articles

1/1 type area: 175 x 250 mm   1/1 bleed: 210 x 297 mm

1/1 page
1,490.– €

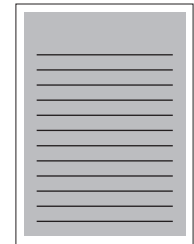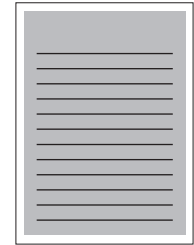**As U2/U3/U4:**
1,990.– €

1/1 page advertorial
(advertising)
1,490.– €
2,490.- € (incl. online)

2/1 guest article
(non-advertising)
1,490.- €
2,490.- € (incl. online)

4/1 page
advertorial
incl. teaser
on front page
6,900.- €
9,900.- €
(incl. online)
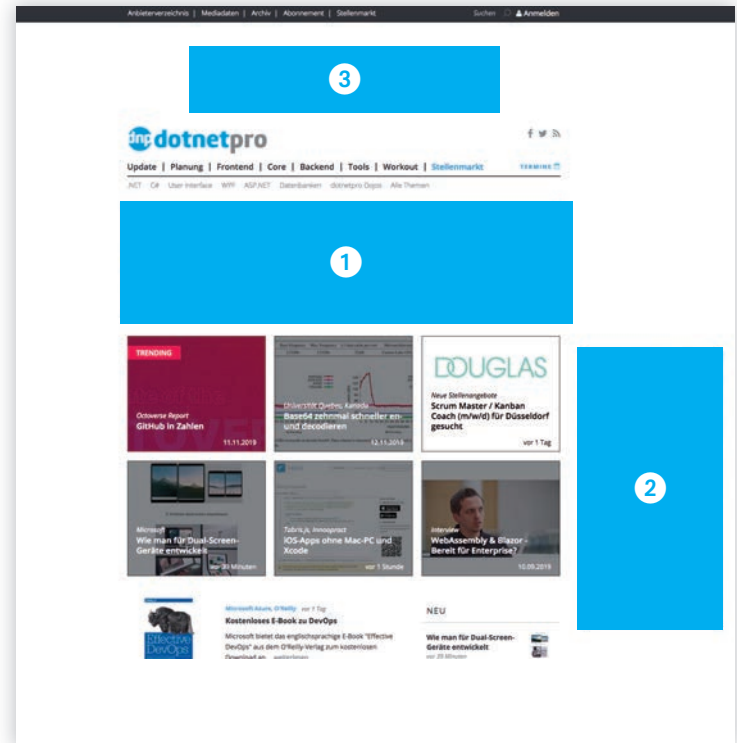
* Bleed - bleed allowances on the outer sides: 4 mm

Display ads

Monthly distribution
- 13,500 ad impressions*
- 21,500 page impressions

Formats
- Maxi billboard ①
- Half page ad ②
- Superbanner ③

- **www.dotnetpro.de**

Position	Price/month	Example	Format
①	990.– €	Maxi Billboard	940 x 300 px
②	790.– €	Half Page Ad	300 x 600 px
③	590.– €	Superbanner	728 x 90 px

* ROS (Run of Site)

Sponsored post & guest article

Sponsored Post
- Article individually designed by you
- Max. 4,000 characters plus image and link
- 24h on homepage as teaser
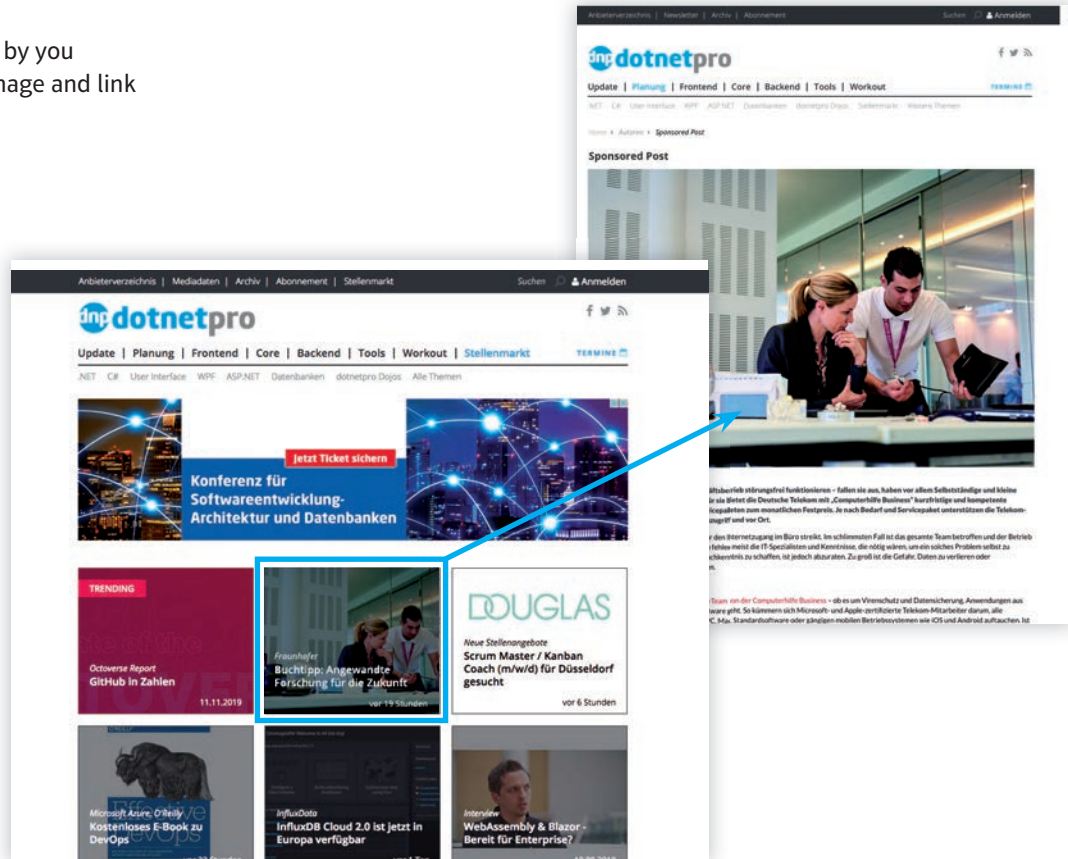- Including 1 newsletter entry

Preis: 1,490.– €

Guest article
Technical article written
by you in consultation
with the editorial team –
non-promotional
- approx. 8000 characters
- plus 2 pictures and author
  info

Preis: 1,490.– €

Newsletter & Mailing

Newsletter
1 Newsletter banner
2 Text-image display

Stand-alone mailing
- Individual customer mailing
- Freely customizable content
- Dates by arrangement

Reach
- 8,000 subscribers

Formats & Prices	Position ❶	Position ❷	Position ❸
❶ Newsletter banner 650x130 px or ❷ Text/image display max. 500 characters & image 300x250 px	1,490.–	990.–	790.–
10 pcs/year	9,900.–	7,900.–	5,900.–
Stand–alone mailing freely startable HTML		2,490.–	

Format ❶

Format ❷

Trade fairs & events

Developer Week (DWX)

- The event for AI, Cloud, WEB and .NET
- Conference, exhibition and networking
- June 30 to July 03, 2025
- M:con Congress Center Rosengarten, Mannheim
- approx. 2,500 visitors in total
- 29 Main topics
- approx. 170 sessions and workshops
- +150 Speaker:inside

.NET Developer Conference (DDC)

- The conference for .NET developers
- Further training, expert discussions and networking
- November 24 to 27, 2025 in Cologne
- approx. 250 visitors in total
- 8 Main topics
- - +50 sessions
- - +40 Speaker:inside

Meetup

- Expert talks and networking with our partners.
- DWX Community connects developers throughout the year with topic-specific meetups at various locations.
- The format complements DWX as a year-round engagement tool and strengthens the dotnetpro and DWX community.

If you have any questions, please contact Thomas Deck thomas.deck@ebnermedia.de

Technical data

Printing process
Sheet-fed offset printing

Profile
Contents and cover: PSO coated v3

Processing
Adhesive binding

Paper/content
• Cover: glossy woodfree 250 g/m² picture print
• Paper content: Image print matt slightly wood-containing
  with 1.2 times the volume

Grid
80s

Trimmed format
(= booklet format) 210 mm wide x 297 mm high

Minimum bleed allowances
5 mm on all four sides and text spacing on all sides 7 mm ad
margin

Your contact for ad scheduling/print processing
Phone: +49 / (0) 731 88005-8932
E-mail: clientsucces@ebnermedia.de

Data transmission
• To the following e-mail addressdispo@ebnermedia.de
• FTP server on request at +49 / (0) 731 88005-8932,
  E-mail: clientsucces@ebnermedia.de

Digital data transfer
• Preferred file format: PDF/X-3 (1.5)
• Program formats (usually the latest versions): InDesign, FreeHand,
  Photoshop, Illustrator (CS 2 - CS 5.5)
• Data from CorelDraw must be saved as TIF or JPG with 400 dpi,
  the transfer of open CorelDraw files is not possible
• All fonts must be supplied
• In graphics programs, always convert fonts to character paths,
  color space always CMYK, never RGB
• TIF files (CMYK or grayscale) always in the size 1:1 at 300 dpi resolution
• EPS files (pixels) -> see TIF
  EPS files (vector) -> Convert fonts to character paths (paths) or inte-
  grate them into the file
• Apple: compressed data: Stuffit or ZIP PC: compressed data: ZIP
• A proof must be submitted later to avoid color deviations
• File names are to be assigned according to the following pattern: Ad-
  vertiser_dotnetpro_issue (example: Microsoft_dotnetpro_1/24)
In case of problems with the transmission: +49 / (0) 731 88005-8932

Disclaimer
If advertising motifs have been transmitted by the customer in a non-
physical, i.e. digital form, the publisher shall not be liable for wholly or
partially illegible, incorrect or incomplete reproduction of the correspon-
ding advertisements.

Contact

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