

# Media data 2024

Price list No. 35, valid from 1 January 2024

[lohnundgehalt-magazin.de](http://lohnundgehalt-magazin.de)



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# LOHN+GEHALT

THE LEADING TRADE MAGAZINE  
FOR PAYROLL ACCOUNTING AND  
HR WORK

## PROFILE

LOHN+GEHALT is the No. 1 trade magazine that has been reporting on payroll accounting topics for more than 30 years. It provides practical and up to date information about developments, innovations and trends. This includes topics such as flexible working hours, company pension schemes, travel expenses, remuneration models and time management. The magazine also reports on billing methods, procedures and technologies and presents new software products and specialised literature.

## DIGITAL

LOHN+GEHALT also keeps its readers up to date between issues, e.g. via social networks such as LinkedIn or the free "Die Entgeltabrechnung" [Payroll accounting] newsletter. Almost 8,000 contacts receive information about current topics, best practice reports, checklists and much more via these channels. The other information provided by LOHN+GEHALT is on the [lohnundgehalt-magazin.de](http://lohnundgehalt-magazin.de) website. It is constantly updated with technical articles, current product and industry news as well as event information.

## CIRCULATION ANALYSIS

Print run:

6,200 copies

Print circulation:

6,003 copies

## DISTRIBUTION

- LOHN+GEHALT subscribers
- Handed out to participants on the DATAKONTEXT training courses
- Presence at events and trade fairs
- The Specials are also distributed free of charge as e-magazines.
- Each Special is promoted via all of the publisher's digital channels as well as via partners.
- Currently, 8,000 contacts are informed digitally about the publication of each Special.

## READERS

LOHN+GEHALT is aimed at specialists and managers in the HR and payroll sector, as well as managing directors. The readership also includes tax consultants, law firms and service providers in the HR-BPO sector.

# Publisher's details



**Publication frequency:**  
8 times a year

**Volume:**  
Volume 35, 2024

**Website:**  
lohnundgehalt-magazin.de

**Publisher:**  
DATAKONTEXT GmbH

**Address:**  
Augustinusstr. 11 A, 50226 Frechen, Germany

**Phone:**  
+49 2234 98949-0

**Fax:**  
+49 2234 98949-32

**E-mail:**  
info@datakontext.com

**Website:**  
datakontext.com

**Management:**  
Dr. Karl Ulrich

## MEDIA CONSULTING

Petra Priggemeyer  
**Phone:** +49 2234 98949-67  
**E-mail:** petra.priggemeyer@datakontext.com

## EDITORS

**Editor-in-Chief:** Markus Stier

## PURCHASE PRICE

<b>Annual subscription:</b>	
Germany.....	€ 189.00
International .....	€ 191.00
Students (Germany) .....	€ 68.00
Students (international) .....	€ 70.00
<b>Trial subscription</b> (3 issues, Germany).....	
<b>Single issue</b> .....	
€ 39.90	
€ 26.00	

All discounted purchase prices apply only to direct purchases from the publisher, not to orders placed through booksellers. All prices incl. VAT and shipping.

**ISSN:** 0172-9047

**Place of performance/jurisdiction:** Cologne

**Bank details:** UniCredit Bank AG, Munich,  
IBAN: DE34 7002 0270 0015 7644 54,  
BIC: HYVEDEMMXXX

**Terms of payment:** 30 days after receipt of invoice net;  
direct debit: 3% discount

**VAT:** All listed Advertisement prices are subject to VAT.

**General Terms and Conditions:** Our General Terms  
and Conditions at datakontext.com/agb apply.

# Special



Some issues of LOHN+GEHALT include a Special, which is available free of charge as an e-magazine at [lohnundgehalt-magazin.de](http://lohnundgehalt-magazin.de). Each Special focuses on a current topic from the world of payroll accounting:

- Issue 2  
**Time management systems/workforce management/  
time value accounts**
- Issue 5  
**Payroll outsourcing/international outsourcing**
- Issue 8  
**Best of 2024/25**

All of the following advertising formats can also be ordered for each Special.



# Schedule of dates and topics for 2024

	MAIN TOPICS	PROVIDER OVERVIEWS	
<b>1st</b> issue  Publication date <b>20/02/2024</b>  Advertisement deadline <b>09/01/2024</b>  Printing material deadline <b>12/01/2024</b>  	<b>"Zukunft Personal Süd" + Corporate Health</b>  <b>Digital transformation</b>  <b>New work/Work-life balance</b>  <b>Diversity/Inclusion</b>	<b>Corporate health/Corporate health management</b> <ul style="list-style-type: none"><li>• Digital solutions for promoting health</li><li>• Office equipment/Work design</li><li>• Catering and meals/ Healthy nutrition</li><li>• Training and professional development</li><li>• Occupational health and safety</li></ul>	<b>Main issue:</b> <ul style="list-style-type: none"><li>• DEÜV reporting procedure</li><li>• Payroll tools</li><li>• Trade fair highlights for "Zukunft Personal Süd"</li></ul>
<b>2nd</b> issue  Publication date <b>09/04/2024</b>  Advertisement deadline <b>20/02/2024</b>  Printing material deadline <b>27/02/2024</b>  	<b>"Zukunft Personal Nord" trade fair</b>  <b>Future of Work</b> <ul style="list-style-type: none"><li>• Digitalisation/Artificial Intelligence (AI)</li><li>• Payroll tools</li><li>• HR work ready for the future</li><li>• Work-life balance</li><li>• Corporate health management</li><li>• Management development</li></ul>	<b>SPECIAL: Time management/Workforce management</b> <ul style="list-style-type: none"><li>• Time management systems</li><li>• (Mobile) time recording</li><li>• Workforce management</li><li>• Time value accounts</li><li>• Access/Control</li></ul>	<b>Main issue:</b> <ul style="list-style-type: none"><li>• Trade fair highlights for "Zukunft Personal Nord"</li><li>• Payroll tools</li></ul> <b>SPECIAL:</b> <ul style="list-style-type: none"><li>• Time management systems</li><li>• Workforce management</li><li>• Time value accounts</li></ul>

<p><b>3rd</b> issue</p> <p>Publication date <b>21/05/2024</b></p> <p>Advertisement deadline <b>09/04/2024</b></p> <p>Printing material deadline <b>17/04/2024</b></p>	<p><b>Special groups of employees</b></p> <ul style="list-style-type: none"> <li>• Construction wages</li> <li>• Employing international employees</li> <li>• Seasonal employees</li> <li>• Public service</li> <li>• Care</li> <li>• Temporary employment</li> <li>• Employed pensioners</li> </ul>	<p><b>When exemptions apply</b></p> <p><b>Personnel cost planning</b></p> <p><b>Data security</b></p> <p><b>Payroll tools</b></p>	<p><b>Main issue:</b></p> <ul style="list-style-type: none"> <li>• Personnel cost planning</li> <li>• DEÜV reporting procedure</li> <li>• Payroll tools</li> <li>• Public service</li> <li>• Construction wages</li> <li>• Global Payroll</li> </ul>
<p><b>4th</b> issue</p> <p>Publication date <b>03/07/2024</b></p> <p>Advertisement deadline <b>22/05/2024</b></p> <p>Printing material deadline <b>29/05/2024</b></p>	<p><b>Digitalisation</b></p> <ul style="list-style-type: none"> <li>• Digital personnel file</li> <li>• Digital payroll solutions</li> <li>• Cloud solutions</li> </ul> <p><b>Electronic reporting</b></p>	<p><b>Audit management</b></p> <ul style="list-style-type: none"> <li>• Digital changes</li> <li>• Electronic tax audit</li> <li>• Payroll tools</li> <li>• Liability risks in payroll accounting</li> </ul>	<p><b>Main issue:</b></p> <ul style="list-style-type: none"> <li>• Digital personnel file</li> <li>• Document generation</li> <li>• Cloud solutions</li> <li>• Payroll tools</li> <li>• Employee portals</li> <li>• HCM</li> <li>• Maintenance services</li> </ul>
<p><b>5th</b> issue</p> <p>Publication date <b>06/09/2024</b></p> <p>Advertisement deadline <b>29/07/2024</b></p> <p>Printing material deadline <b>05/08/2024</b></p> 	<p><b>“Zukunft Personal Europe” trade fair</b></p> <p><b>Digitalisation/new technology in HR management</b></p> <ul style="list-style-type: none"> <li>• HR software</li> <li>• Automation of HR processes</li> <li>• HR analytics</li> <li>• Artificial Intelligence (AI) in payroll</li> <li>• Professional development and lifelong learning</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile workforce management</li> </ul> <p><b>Compensation &amp; Benefits/ Wellbeing</b></p> <ul style="list-style-type: none"> <li>• Remuneration strategies</li> <li>• Prevention/health</li> </ul> <p><b>Payroll-Tools</b></p> <p><b>SPECIAL:</b></p> <p><b>Outsourcing</b></p> <ul style="list-style-type: none"> <li>• Payroll outsourcing</li> <li>• International outsourcing</li> </ul>	<p><b>Main issue:</b></p> <ul style="list-style-type: none"> <li>• Trade fair highlights for “Zukunft Personal Europe”</li> <li>• Payroll tools</li> </ul> <p><b>SPECIAL:</b></p> <ul style="list-style-type: none"> <li>• Payroll outsourcing</li> <li>• International outsourcing</li> </ul>

<b>6th</b> issue Publication date <b>08/10/2024</b> Advertisement deadline <b>27/08/2024</b> Printing material deadline <b>02/09/2024</b>	<b>Health and career</b> <ul style="list-style-type: none"> <li>• Corporate health promotion</li> <li>• Reintegration</li> <li>• Process optimisations</li> <li>• Health sports/ Corporate fitness</li> </ul>	<b>Employee survey</b> <b>Internal control systems/ Risk management</b> <b>Business travel/Mobility</b> <ul style="list-style-type: none"> <li>• Travel expense accounting</li> <li>• Posting workers A1 certificate</li> </ul>	<b>Main issue:</b> <ul style="list-style-type: none"> <li>• Payroll consultant</li> <li>• Internal control systems</li> <li>• Payroll tools</li> <li>• Travel expense accounting</li> </ul>
<b>7th</b> issue Publication date <b>11/11/2024</b> Advertisement deadline <b>25/09/2024</b> Printing material deadline <b>02/10/2024</b>	<b>Future and assets</b> <ul style="list-style-type: none"> <li>• Company pension scheme</li> <li>• Supplementary corporate insurance</li> <li>• Asset accumulation</li> <li>• Employee participation</li> <li>• Phased retirement</li> <li>• Partial retirement</li> <li>• Time value accounts</li> </ul>	<b>Document management</b> <ul style="list-style-type: none"> <li>• Data collection</li> <li>• Data storage</li> <li>• Document solutions</li> <li>• Cloud solutions</li> </ul> <b>Time management</b>	<b>Main issue:</b> <ul style="list-style-type: none"> <li>• Time management systems</li> <li>• Workforce management</li> <li>• Time value accounts</li> <li>• Public service</li> <li>• Payroll tools</li> <li>• Document generation</li> <li>• Cloud solutions</li> <li>• Company pension scheme</li> <li>• Digital personnel file</li> </ul>
<b>8th</b> issue Publication date <b>09/12/2024</b> Advertisement deadline <b>28/10/2024</b> Printing material deadline <b>04/11/2024</b>	<b>The turn of the year:</b> <ul style="list-style-type: none"> <li>• Year-end closing</li> <li>• Changes to payroll accounting for 2025</li> <li>• Figures, data, facts</li> <li>• Checklists</li> </ul>		<b>SPECIAL:</b> <ul style="list-style-type: none"> <li>• Repetition of your provider overview and expert profiles from as previous issue at a special price</li> <li>• Payroll tools</li> </ul>

## TRADE FAIRS 2024

**“Zukunft Personal Süd”:**  
5-6 March | Stuttgart

**“Personal Nord”:**  
23-24 April | Hamburg

**LEARNTEC:**  
4-6 June | Karlsruhe











**“Zukunft Personal Europe”:**  
10-12 September | Cologne



# Excerpt from our advertising clients



# Advertisement prices

FORMATS	1/1 page	2/3 page portrait	2/3 page landscape	1/2 page portrait	1/2 page landscape	1/3 page portrait	1/3 page landscape	1/4 page portrait	1/4 page corner section	1/4 page landscape
										
<b>in type area</b> (W × H in mm)	186 × 244	122 × 244	186 × 159	90 × 244	186 × 119	58 × 244	186 × 78	32 × 244	90 × 119	186 × 59
<b>Bleed ads</b> (W × H in mm) +3 mm Beschnitt	210 × 297	136 × 297	210 × 180	104 × 297	210 × 140	72 × 297	210 × 99	56 × 297	104 × 140	210 × 80
<b>Price for 4c</b>	€ 3,350	€ 2,650	€ 2,650	€ 2,250	€ 2,250	€ 1,850	€ 1,850	€ 1,550	€ 1,550	€ 1,550

Please enquire about ad formats for the LOHN+GEHALT Specials with our media consultants: +49 2234 98949-91

Each Special is  
also published  
as a digital  
e-magazine.

## SPECIAL PLACEMENTS

All cover pages 1/1 page 4c

€ 3,750

Preferential placements

15 % additional charge

## DISCOUNTS

Contact us and we will be happy to put  
together an attractive offer for you.

# Loose, bound and fixed inserts

## LOOSE INSERTS

up to 25 g:	€ 1,890
up to 50 g:	€ 2,190
Maximum format:	205 mm W × 292 mm H

## BOUND INSERTS

Format:	210 mm W × 297 mm H
4 pages:	€ 2,490
8 pages:	€ 2,790

Bound inserts must be pre-folded and delivered for further processing with 10 mm head trim, at least 3 mm outer trim margin and staple trim.

Production possible on request; placement requests cannot be considered.

## FIXED INSERTS

Postcards, booklets:	€ 3,790
Samples or similar:	on request
Maximum format:	180 mm W × 277 mm H

Price incl. 1/1 page supporting ad. Placement requests are not possible.

### Delivery:

10 working days before publication date, stating number of copies, journal title and issue number. A sample must be visibly attached to each packaging unit. The exact quantity of inserts is stated with the order confirmation.

GCC Grafisches Centrum Cuno  
Ronny Thürmann  
Gewerbering West 27  
39240 Calbe, Germany

### Sample:

5 copies to the publisher by the advertisement deadline for the applicable issue:

DATAKONTEXT GmbH  
Dieter Schulz  
Augustinusstr. 11 A  
50226 Frechen, Germany

# Provider overviews & trade fair highlights

## PROVIDER OVERVIEW

For the thematic overviews, we present your products and services in a structured table format. Depending on the topic, we ask for details under different criteria that are relevant to the selection of software or services for a company. Pages 6-8 list the supplier overviews per issue and publication date. We are very happy to send you the questionnaire in advance.

**Prices:**

- € 490 for 1 entry in an overview
- € 380 for repetition of the ad in a subsequent issue
- € 230 for repetition of the ad in the Special "Best of" for Issue 8

## TRADE FAIR HIGHLIGHTS

Reach more than 15,000 recruiters and advertise your presence at the trade fair in our trade magazine and special newsletter. Page 8 shows the relevant trade fair highlight under the "Trade fairs 2024" heading.

**Package 1:** 1/3 page portrait, approx. 1,000 characters incl. spaces, logo, contact person and location in the hall

**Price:** € 590

**Package 2:**

- 1/1 page, approx. 3,000 characters incl. spaces, image, logo, contact person and location in the hall

- Text ad, 400 characters incl. spaces in the special "Die Entgeltabrechnung" newsletter (approx. 8,500 contacts) incl. link

**Price:** € 1,490

Example: Provider overview



Example: Trade fair highlight 1/1 page

# Expert profile

You can place an expert profile on a key topic in each issue or Special.

The schedule of dates and topics are on pages 6-8.

Your profile will be placed in the appropriate editorial environment.  
This type of advertising presents your company, products or services in a professional layout.

Simply fill out the form and approve the designed expert profile later on. We will take care of the rest.

**Prices:** € 690 for ½ page

€ 350 for repetition of the ad  
in the issue 8 Special

## Mobile time recording



### eurodata AG

Herr Christof Kurz  
Großbittersdorfer Straße 257-259  
66119 Saarbrücken  
Tel.: 06 81 88 08-0, Fax: -300  
E-Mail: edtime-support@eurodata.de  
www.ed-portal.de



**Produkte/Dienstleistungen:** Online-Arbeitszeiterfassung optional mit Personaleinsatzplanung – **Im Einsatz seit:** 2015

#### Kurzbeschreibung:

Online-Arbeitszeiterfassung mittels App, Browser- oder Tablet-Stempeluhr; passive Zeiterfassung möglich; MiLOG-konforme Dokumentation; sichere Datenarchivierung im eurodata-Hochleistungsrechenzentrum in Saarbrücken; smarte Personaleinsatzplanung als Upgrade; hilfreiche Funktionen, z.B. Sofortmeldung, Personalkostenschätzung, Abwesenheitsverwaltung inkl. mehrstufigen Genehmigungsverfahren bei Urlaubsbeantragung, Abbildung von Zuschlägen (auch ohne Arbeitsleistung); Monatsabschlussdaten sofort für Lohnbuchhaltung mit edlohn verfügbar, CSV-Export möglich.

#### Unsere Pläne für die Zukunft:

Ausbau der Integration in die Lohn- und Gehaltsabrechnung, z.B. im Hinblick auf Änderung von Personalstammdaten und Verfügbarkeit von Lohnzetteln und Bescheinigungen in der MitarbeiterApp.

#### Praxisbeispiele/Referenzkunden:

Branchenunabhängig im Einsatz; Besonderheiten von Gastronomie und Hotellerie abgebildet (Guttag, Werklohnstage); für Einzelhandel, Tankstellen, Arztpraxen sind Erfahrungsberichte und Kundenstimmen vorhanden.

### HANSALOG GmbH & Co. KG

Am Lördssee 1  
49577 Arnhem  
Tel.: 05462765-0, Fax: -443  
E-Mail: info@hansalog.de  
www.hansalog.de



**Produkte/Dienstleistungen:** HANSALOG GLOBAL Version LN UI/  
HANSALOG VISION  
**Im Einsatz seit:** 2017

#### Kurzbeschreibung:

- Flexible Arbeitszeitmodelle
- mobiles Arbeiten/Weitzerfassung
- gesetzliche und tarifliche Bestimmungen umsetzbar
- übersichtliche und zentrale Steuerung der Arbeitszeiten
- Übergabe der bewerteten Daten an das Entgelt
- integriertes Auswertungstool
- papierlos, zeit- und ortsunabhängig

#### Unsere Pläne für die Zukunft:

App Zeiterfassung inkl. Trackingfunktion

#### Praxisbeispiele/Referenzkunden:

Auf Anfrage



# Cover story & your own LOHN+GEHALT

## COVER STORY

Our cover story gives you the opportunity to be front and centre. We design the cover of the main issue or Special together with you. You can present your expertise on a topic on a total of five pages. For the design, we work closely with you to ensure that your message is conveyed clearly and concisely.

- Cover + 5 advertorial pages  
(per page: approx. 4,500 characters incl. spaces)
- 100 copies included

**Price: € 4,990**

## YOUR OWN LOHN+GEHALT

Benefit from the reputation and editorial quality of our trade magazine. We create a customised Special for you with articles about your company or your products.

- 16-page Special created according to your requirements
- Supplement in LOHN+GEHALT
- Includes 500 copies for your own use
- Free download as an e-magazine on our website
- Special newsletter on the content with link to more than 8,500 recipients

**Price: € 9,900**  
incl. production costs and insert costs; agency commission deductible



Example: Cover story

# Advertorials

An advertorial is the perfect choice if you have something substantive to say and also want to advertise your software or service.

It is designed as an editorial article and is simply labelled with "Advertorial" in the column title. If you keep the level of advertising low, you will be seen as credible and serious.

Use your expertise on a topic to advertise in an informative way and reach potential customers. At the end of the advertorial, you can enter your contact details for direct contact.

**Prices:** 1-page  
(4,500 characters max. incl. spaces\*)  
**€ 1,390**  
2-page  
(9,000 characters max. incl. spaces\*)  
**€ 2,250**

\*Integrating logos, images and graphics reduces the number of characters accordingly.



Example: advertorial 2-page

Example: advertorial 1-page



# Online advertorial: lohnundgehalt-magazin.de

Use our online coverage to market your payroll software and services. Our users are looking for professional content in combination with products and services.

## Distribution of the advertorial

- Publication on the LOHN+GEHALT magazine website at [www.lohnundgehalt-magazin.de](http://www.lohnundgehalt-magazin.de)

## Details of advertorial

- Text with max. 6,000 characters incl. spaces and images if applicable
- Contact details, logo
- 2 links

## Prices:

**Standard advertorial:** € 1,590

**Premium advertorial:** € 1,980

**incl. news teaser (text ad)**  
with link to the advertorial  
in the next available  
"Die Entgeltabrechnung"  
[Payroll accounting] newsletter  
with more than 8,000 contacts.

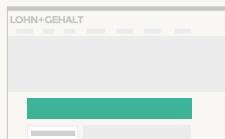




# Display ads: lohnundgehalt-magazin.de

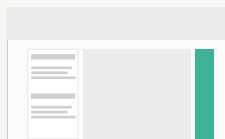
The portal for professionals and managers in the personnel and payroll sector. Practitioners and experts from SMEs and small and medium-sized businesses will find specialist articles, current product and industry news here as well as event information.

## DISPLAY ADS



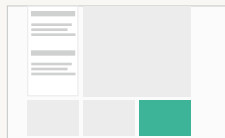
Billboard Banner  
1.600 × 200 Pixel

€ 560  
per week



Skyscraper  
120 × 600 Pixel

€ 210  
per week



Medium Rectangle  
451 × 308 Pixel

€ 340  
per week



## COVERAGE:

Page impressions/month:	9,187
Unique user/month:	5,756
Visits/month:	5,554

Average access figures from 1st six months of 2023

# Newsletter "Die Entgeltabrechnung"

Place your message in the LOHN+GEHALT newsletter!

**Subscribers:** Specialists and managers in human resources and payroll accounting, tax consultants and law firms (almost 8,000 recipients)

**Publication frequency:** Every 14 days

**Banner:** 540 x 100 pixels

**Price: € 500**

**Premium text ad:** 600 characters  
Incl. spaces + image or logo image  
plus direct link

**Price: € 700**

**Text ad:** 400 characters  
Incl. spaces + image or logo image  
plus direct link

**Price: € 500**

Additional placement charge for position 1, 2 or 3 = € 150

## PUBLICATION DATES NEWSLETTER 2024

January:	<b>10 Jan/24 Jan</b>	April:	<b>3 Apr/17 Apr</b>	July:	<b>10 Jul/24 Jul</b>	October:	<b>2 Oct/16 Oct/30 Oct</b>
February:	<b>7 Feb/21 Feb</b>	May:	<b>2 May/15 May/29 May</b>	August:	<b>7 Aug/21 Aug</b>	November:	<b>13 Nov/27 Nov</b>
March:	<b>6 Mar/20 Mar</b>	June:	<b>12 Jun/26 Jun</b>	September:	<b>4 Sep/18 Sep</b>	December:	<b>11 Dec</b>

**We need your input by Wednesday of the previous week at the latest**

### Unabhängiges Gremium für Zeitwertkonten

Anzeige

#### Vier starke Partner für Ihr Lebensarbeitszeitmodell

Zum einen verwehrt ein Großteil der Arbeitgeber, auch heute noch, ihren Arbeitnehmern die flexible Vorsorge mittels eines Zeitwertkontos. Zum anderen empfinden sie ihre Mitsprache und Gestaltungsmöglichkeiten als zu gering, das Lebensarbeitszeitmodell als zu aufwendig.



Doch Zeitwertkonten sind keine simple Massenware, kein Rundum-Sorglospaket. Die Vereinbarungsoptionen sind ebenso divers, wie die Bedarfe der jeweiligen Branche. Eines der ältesten Systeme, um die Arbeitszeit in Familien- und Freizeit umzuwandeln: die Zeitwertkonten.

[» mehr erfahren](#)

Beispiel: Premium Textanzeige

### 20 % Arbeitszeit sparen. Löhne mit Agenda schneller abrechnen.

Anzeige

Die Agenda-Software beschleunigt Ihre Personalabrechnung um 20 Prozent. Alleine das integrierte Melde- und Bescheinigungswesen spart 20 Minuten pro Vorgang. Oder die digitalen Lohndokumente, die Sie per Klick zustellen. Und nicht zuletzt die gratis Experten-Hotline, die Ihnen ruckzuck weiterhilft.



Entdecken Sie Ihre neue Lohn-Software.

[» mehr erfahren](#)

Example: Text ad

# "Die Entgeltabrechnung" sponsored news

Use the standalone newsletter to generate leads:

- Maximum awareness and high performance with the target group
- Distribution list of the "Die Entgeltabrechnung" newsletter (around 8,000 recipients)
- You can use any subject line
- Links and CTAs are possible
- Recipients: Specialists and managers in human resources and payroll accounting, tax consultants and law firms
- Customer example

Price: € 2,950

**LOHN+GEHALT****DATAKONTEXT**

**Die Entgeltabrechnung – Sponsored News**Anzeige

**Gehaltsabrechnungen aus Ihrem HR-System digital versenden**

**Sehr geehrte Damen und Herren,**

zum Lohnanspruch eines Mitarbeiters gehört auch der Anspruch auf eine Lohnabrechnung.

In einer digitalen Welt erwarten Mitarbeiter von ihrem Arbeitgeber allerdings auch digitale Lösungen. Mit der digitalen Lohnabrechnung schaffen Unternehmen nicht nur einen permanenten Zugriff auf die Abrechnung, sondern auch eine moderne Lösung für alle Beteiligten. Mit einer für viele Lohnprogramme nutzbaren Lösung profitieren Sie bei der Erstellung von einem einheitlichen und digitalen HR-System.

Informieren Sie sich über die Möglichkeiten.

**Markus Stier**  
Chefredakteur LOHN+GEHALT

**Silvia Klüglich**  
Online-Redaktion

PS: Kennen Sie schon unsere neue [LinkedIn-Gruppe](#)? Hier informieren wir Sie regelmäßig über wichtige Entgelt-News, Webinare u.v.m.

**Webinar – Lohn- und Gehaltsabrechnungen digital zustellen**

**Best Practice: Digitale Gehaltsabrechnungen aus Ihrem Lohnabrechnungssystem an Mitarbeitende versenden**

Sie erstellen Ihre Lohn- und Gehaltsabrechnungen schnell und rechtsicher mit einem Lohnprogramm wie SAP, DATEV, P&L Loga, Lexware, Lexoffice, Sage, usw.? Dann profitieren Sie bei der Erstellung bereits von einem einheitlichen, digitalen HR-System.

Wenn es aber im letzten Schritt um den Versand der Gehaltsdokumente geht, rudern viele Unternehmen zurück und stellen ihren Mitarbeitenden die Abrechnungen per Post zu, teilen sie händisch aus oder versenden diese per E-Mail. Die Folge: lückenhafter Datenschutz, unnötige Druck- und Portokosten sowie lästiges Papierchaos. Das muss nicht sein!

Erfahren Sie im Webinar am 27. Juni um 10:00 Uhr, wie Sie HR-Dokumente digital aus Ihrem Lohnprogramm heraus an Mitarbeitende versenden. Zudem erhalten Sie vom HR- und Digitalisierungsexperten [Markus Stier](#) wertvolle Tipps und Tricks.

# LEAD generation, GDPR-compliant: Sponsored webinars

## WEBINARS

### Exclusive webinar as sole sponsor

#### What you get and the benefits:

- ✓ 45 minutes presentation time plus 15 minutes Q&A session
- ✓ GDPR-compliant participant contact data:  
Registration list with ad consent: form of address, title, name, company, department, position and e-mail address
- ✓ Attendance record and chat questions asked to optimise sales approach
- ✓ Personalised survey results
- ✓ Branding effect by promoting your presentation via the HR publisher/event database and social media channels with more than 8,500 contacts
- ✓ Moderation and technical organisation included
- ✓ Recording of the presentation for your own sales activities

**Date:** As agreed  
Lead time: approx. 5-6 weeks

**Price:** from € 2,650\*

\* Basic package (equipment, invitation, registration list);  
additional modules possible

**“Our feedback on the two webinars that we have held with you so far has been very positive. The number of participants was particularly impressive**

Anja Ziegler, Marketing Lead DACH,  
Alight Solutions



Photo: Maksim Kabakou, Adobe Stock

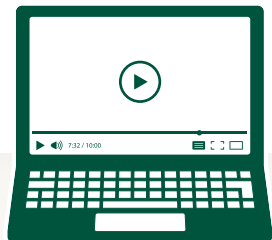
# LEAD generation, GDPR-compliant: Sponsored web conference

## WEB CONFERENCE

Digital conference with up to 6 sponsors

### What you get and the benefits:

- ✓ 30 minutes presentation time
- ✓ Neutral keynote speech at the start
- ✓ GDPR-compliant participant contact data: You get a registration list with ad consent: form of address, title, name, company, department, position and e-mail address
- ✓ Attendance record and chat questions asked to optimise sales approach
- ✓ Personalised survey results
- ✓ High-quality leads via topic focus
- ✓ Branding effect by promoting your presentation via more than 8,500 contacts



- ✓ Official event for the HR Performance magazine
- ✓ Moderation and technical organisation included
- ✓ Recording of the web conference for your own sales activities

**Topic:** as agreed

**Date:** Booking at least 5 weeks before the event date

**Price:** from € 2,150\*

\* Basic package (equipment, invitation, registration list) additional modules possible

**//** The DATAKONTEXT HR network and your expertise in organising web conferences have helped us to organise a number of successful webinars with HR experts. We are very satisfied indeed with your professional support and recommend DATAKONTEXT as an expert partner. **//**

Johannes Kumpf,  
Product Management & Business  
Development HR Solutions,  
CubeServ GmbH

## DATES FOR 2024

- 1 Feb** Talent management, e-learning
- 20 Feb** Digital payroll solutions
- 13 Mar** Time management/Workforce management
- 9 Apr** Personnel file
- 30 Apr** Digitalising HR processes
- 15 May** Recruiting
- 4 Jun** Compensation/Benefits/Corporate health management for employee retention
- 18 Jun** SAP HR tools and add-ons
- 9 Jul** AI solutions for HR
- 20 Aug** HR start-ups – rethinking solutions
- 5 Sep** Digital payroll solutions
- 25 Sep** Personnel file
- 15 Oct** Compensation/Benefits/Corporate health management for employee retention
- 5 Nov** Digitalising HR processes
- 20 Nov** HR management software
- 5 Dec** Time management/Workforce management

Illustration: Niko, Adobe Stock

# Formats and technical specifications

## **Magazine format:**

Main issue: 210 mm wide × 297 mm high  
Special: 200 mm wide × 282 mm high

## **Type area:**

Main issue: 186 mm wide × 252 mm high  
Special: 176 mm wide × 240 mm high

**Printing and binding methods:** Sheet-fed offset printing, perfect binding for main issue, saddle stitching for Special, paper: 80 g picture print, coated

**Sending data:** Please send all data to:  
anzeigen-marketing@datakontext.com  
(max. 10 MB of data)

**Possible data formats when sending by e-mail:** TIF, EPS or PDF. Open or larger files, such as original files, imports and fonts must be uploaded via FTP if possible. You can get the login details from the order processing department on request. Together with the open data, all information about magazine/title, sender, operating system and the program version that is used is required.

**Data formats:** We recommend providing PDF/X-3 data. Open data (e.g. InDesign, QuarkXPress, etc.) should be avoided. The file must at least be printable, i.e. all fonts that are used must be embedded, halftone images need a resolution of 300 dpi, line art of at least 600 dpi.

**Colours:** Printing colours (CMYK) according to ISO 12647-2 (PSO), special colours are not possible. For conversion and management of the colour space (ICC colour management) see the ECI standard offset profiles.

**Data archiving:** Data is archived; repeats unchanged are therefore usually possible. However, no data guarantee is given.

**Guarantee:** We do not give any guarantee for the printing result when using digital print documents. We cannot accept any liability for deviations in texts, illustrations and, in particular, in colours. We charge for images printed incorrectly as a result of incomplete or incorrect files, incorrect settings or incomplete information. This also applies to additional typesetting or repro work. We are happy to provide you with expert advice on graphics.

**Processing inserts:** Pre-folded inserts must be cross-folded, wrapped or centre-folded with the fold on the long side. Zig zag folds and gate folds are not possible. The inserts must have a closed side and be suitable for machine processing. If an insert consists of several parts, a secure binding is required.

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The magazine for information security



Magazine for IT security and data protection



Network for digital HR



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