Pictures say more than 1000 words. This applies in particular to moving pictures. Video marketing for companies has emerged as one of the biggest trends in recent years.

We offer you a wide reach precisely in your target group – the IT decision-maker.

We have put together two formats for your total reach:

1. At the start of our video content as PreRoll Ad on heise.de and YouTube (InStream)
2. In our editorial content as content video (outstream)

1. **PreRoll Ad**

   **DESCRIPTION:**
   - Prior to the start of high-quality editorial videos

   **PLACEMENT:**
   - Rotation as preRoll Ad when starting Heise videos on heise.de and YouTube

   **REACH:**
   - About 750,000 AI per month

   **TECHNICAL SPECIFICATIONS:**
   - Max. 2 MB
   - 15 sec. Length
   - Formats: mp4, avi, mov, VAST or VPAID

   **CPM:** 49 Euro

2. **Video in the editorial article (OutStream)**

   **DESCRIPTION:**
   - Attention-grabbing format
   - Starts on autoplay as soon as 50% of the format is visible
   - Placed in editorial content below the first viewport
   - Paused as soon as no longer visible / when tab is inactive
   - Audio on user initiation possible (no autoplay)

   **PLACEMENT:**
   - Rotation heise.de and channels iX, c’t, techstage, Make, Technology Review, Mac & i, c’t photography etc.

   **REACH:**
   - About 10,000,000 AI per month

   **TECHNICAL SPECIFICATIONS:**
   - Max. 2 MB
   - 15 sec. Length
   - Formats: mp4, avi, mov, VAST or VPAID

   **CPM:** 49 Euro