The c’t privacy podcast

Every 14 days, c’t editor Holger Bleich discusses current data protection developments with Joerg Heidrich. Joerg Heidrich as the in-house lawyer for the c’t mother ship Heise Medien is responsible for this topic and has to do with the European General Data Protection Regulation (GDPR) on a daily basis. Changing guests complete the round.

| Podcast format: | - Audio format  
|                 | - Length of the sequence: approx. 60 minutes  
|                 | - Published biweekly on Fridays  
| Calls:         | - 3,500 calls per sequence in the first four weeks* 
| TechSpecs:     | - Briefing in keywords as a guideline for the editorial staff  
|                | - Text for sponsor notice  
|                | - Reporting of call-offs is currently not possible  
| Playout channels: | - on heise.de  
|                | - subscribe via RSS feed  
|                | - iTunes, Spotify  
| Advertising opportunities: | - Integration: Spot  
|                        | - Sponsor reference in the podcast descriptions on all platforms incl. link and short company description  
|                        | - Exclusivity: sole sponsor of an episode!  

**IMPORTANT:** Due to the prompt and authentic production, there is no prior acceptance of the spots.

### Rates

<table>
<thead>
<tr>
<th>Podcast c’t Auslegungssache</th>
<th>Sponsoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration</td>
<td>Spot</td>
</tr>
<tr>
<td>Length</td>
<td>approx. 30 seconds</td>
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<tr>
<td>Mention in the podcast descriptions</td>
<td>✓</td>
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<tr>
<td>Calls per episode</td>
<td>3,500</td>
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<tr>
<td>Rate per episode (Agency commission possible)</td>
<td>1,000 EUR</td>
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* the podcast episodes will remain available with the advertising format in the respective channels until further notice.

### Target group

- 84% Men
- 56% are between 16 – 44 years
- 50% have a HHNE > 3,000 EUR
- 74% are employed
- 58% have a high level of education

Source: AGOF daily digital facts, (February) 2020 (if+mf)