The Podcast from Nerdistan

In the weekly podcast from Nerdistan, c’t editors talk in small groups about their topics from the current issue. We present results from current device and software tests, argue about new developments in the digital world and provide a look behind the scenes of tests and research. We also tell the stories behind the c’t articles and reveal the one or other detail that has not made it into the print version.

**Podcast format:**
- Audio- and video format
- Length of the sequence: approx. 50 – 60 minutes
- Published weekly Saturdays mornings

**Calls:**
- 50,000 calls per sequence in the first four weeks*

**TechSpecs:**
- Briefing in keywords as a guide for editors
- Text for sponsor note
- Reporting of call-offs is currently not possible.

**Playout channels:**
- on heise.de and the c’t online Facebook profile (currently > 80,700 subscribers)
- via RSS feed (if channel is subscribed)
- iTunes (1%), Spotify(1%), YouTube(27%)

**Advertising opportunities:**
- Integration: native, 60 seconds total; mention at the beginning of the podcast and at the end the native explanation of the product, the service or naming of the customer
- Sponsor note 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.

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**Rates**

<table>
<thead>
<tr>
<th>Integration</th>
<th>Sponsoring native</th>
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<tbody>
<tr>
<td>Length</td>
<td>60 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>50,000</td>
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<tr>
<td>Rate per episode (Agency commission possible)</td>
<td>2,500 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
- 48% look at c’t uplink*
- 52% listen to the podcast on popular platforms*

Source: AGOF daily digital facts, (February) 2020 (if+mf)
* internal c’t uplink listener & viewer survey December 2018