

heise online Native Post

Native at heise online:

Create interest with your own informative content in a thematically appropriate editorial context. Flanking native promotion ensures that you receive sufficient attention - as a complete package with guaranteed calls.

NEW: The Native Post

The Native Post is a sponsored link - the supplied content is delivered online in the look and feel of heise online in the editorial newsfeed, the heart of heise online, or in rotation (iX, heise Developer, heise Security, Telepolis, c't, c't Fotografie, Make and Mac&i).

USP:

- Reach and credibility of the news ticker - the heart of heise online - is used
- Native advertising formats tend to be more click-rich than classic display advertising
- Generation of traffic for your own landing page, linked to a content topic
- Tailored communication with a high-quality B2B readership

Tech. Specs:

Dimensions:	Logo 360 x 220 px
URL:	Click tracking / landing page
Characters:	Heading 70 characters, Description max. 180 characters

	Homepage	Rotation
Duration:	1 week	1 month
Clicks:	1,000	1,000
Price:	€ 5,999	€ 4,999
CPC:	€ 5.99	€ 4.99



Native at heise online: informative and subedited

Take the chance now and contact us!

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