

In the morning B2B.
In the evening B2C.

Meeting place

Black Week

on heise online • 23rd - 30th November

Perfect timing for

Black Week

Push your discount campaign

Wish list computers & co.

73% Hardware components • 70% Computer hardware •
61% Mobile phones / smartphones / tablets • 24% Gaming software*

Wish list consumer electronics

Television sets 620,000 UU • Smart TV 606,000 UU • Home Cinema facilities 220,000 UU • head-/ earphones 156,000 UU • Stereo / hifi / compact / mini system 141,000 UU • Speakers / wifi / bluetooth boxes 114,000 UU

Strong topics in home office times - wish list

Leisure / sports / fitness: Bicycle 296,000 UU • Navi 174,000 UU • Fitness wristband /-tracker 243,000 UU • Smartwatch 316,000 UU • Stationary / mobile game console 208,000 UU

Ordered via internet: Sports equipment 1,540,000 UU • Clothing 3,729,000 UU • Shoes 2,654,000 UU • DIY supplies / products 1,072,000 UU

Office feeling: (mobile) Air conditioning 504,000 UU • Water bubbler 189,000 UU • Automatic coffee machine 327,000 UU

Time saver: Dryer 576,000 UU • Washing machine 337,000 UU • Dishwasher 290,000 UU • Fridge-/ freezer combination 291,000 UU

B2B IT decision makers are multipliers. They also decide on B2C purchases at the same time.
43% of our business users have private purchase plans over € 2,000 and an average HH net income of € 4,000+.*

What else do we deliver during Black Week? A balanced mix of strong awareness and measurable clicks. You have the choice:

Package "light"

500,000 AdImps in the AGOF
Consumer Electronics &
Entertainment Rotation

+

usAd and Native Post (500 Clicks)

Rate: € 5,900

over
70 %
savings

Package "medium"

1,000,000 AdImps in the AGOF
Consumer Electronics &
Entertainment Rotation

+

usAd and Native Post (1,000 Clicks)

Rate: € 10,100

over
75 %
savings

Rates apply for Wallpaper / HalfpageAd / Billboard

Start with us into a hellishly good Black Week!

Contact us now: www.heiseonline.de/mediakit