

Black Week

In our podcasts
from 09 – 29 Nov 2020

Push your discount campaign with our high reach podcasts!

NEW:

We are now marketing the Apple podcast Apfelfunk & Apfeltalk - ensure a total reach of 50,000 calls focused on the Mac consumer environment in order to boost your sales

OFFER:

During the promotional period there is a 30% discount on all podcast bookings that reach us within this period. We still have a few podcast episodes available this year, and episodes in 2021 are ready for booking now. Just get in touch & start with us into a hell of a Black Week!

Our B2B IT decision-makers are multipliers. They also decide on B2C purchases at the same time.

Wish list COMPUTER & 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

Source: AGOF Consumer Electronic & Entertainment Rotation July 2020 *heise online user survey March 2020

Contact us now:
mediadaten.heise.de