

heise online Employer-Branding

up to
60% discount

Successfully attract IT experts across all channels






The rapidly changing labor market presents employers and employees with new challenges. How can I find a new job or an entry-level position in this phase? How can I attract qualified employees to my company? We offer help and have put together multichannel packages for you to exploit all the possibilities.

Persona

- IT junior staff aged 34 on average.
- 79% are highly educated (at least technical college / high school diploma)
- 56% are already decision-makers in the B2B sector

- 53% work in the ITC industry
- 54% work in companies with more than 100 employees.
- 90% are interested in further professional training
- 46% are not looking for a job but are open to offers.

Source: heise online user survey 2020 (n=1,168)

	Package S	Package M	Package L
Branding/Display	<p>Ad Bundle</p> <p>Leaderboard Skyscraper</p>  <p>Medium Rectangle</p>  <p>AGOF IT News & Business Rotation*, CPM 49 euros; 250,000 AdImps</p>	<p>Ad Bundle</p> <p>Leaderboard Skyscraper</p>  <p>Medium Rectangle</p>  <p>AGOF IT News & Business Rotation*, CPM 49 euros; 500,000 AdImps</p>	<p>Ad Bundle</p> <p>Half Page Ad Billboard</p>  <p>AGOF IT News & Business Rotation*, CPM 89 euros; 500,000 AdImps</p>
Podcast	Heise Show: 1x	c't uplink: 1x	kurzinformiert: 5x
Newsletter Daily	-	-	Medium Rectangle, 1 week
Online Advertorial	-	-	2,000 guaranteed views, 4 weeks
Job advertisements Professional	2 ads each 710 Euro	4 ads each 710 Euro	6 ads each 710 Euro, alternative offer: 2 job advertisements Professional and participation in an IT job day
Preis	Euro 5,990	Euro 10,990	Euro 24,990

*Delivery via a.o.: News Business (=in corresponding relevant news from the heise homepage) • News Handel (trade) • iX • c't • News Security • News Technology & Research • News Hardware Technology Review • News Server & Storage