



*“Heise is for me
THE editorial and
journalistic instance.”*

Source: heise online user survey March 2020, user quote

Foreword

heise online – THE leading content platform for the IT and tech industry - has been one of the leading news providers for over 20 years. Our editorial offices deliver high-quality journalism and both comprehensive and well-founded content every day. The heart of heise online is the IT news section, rounded off by the magazine channels and a wide range of services. Our incentive and commitment is always the interest of our readers and the precisely researched information. The focus is on current news, developments in IT, technology, politics, science and research. In addition, heise online reports on the progressing digitalization and its effects in professional life and everyday life.

Our maxim is to provide orientation and credibility!

heise online is not only the leading news and information source for IT and digital topics, but also a premium digital platform for targeted and effective advertising to reach a high-quality and broad target audience. Our current reader survey provides an overview of the sometimes unique quality of our users. The values underline how above average the characteristics of heise online users are and how effectively and budget-efficiently you can reach these target groups: “Dynamic. Powerful. Decisive.“

We hope you enjoy discovering the representative facts!
Your Sales & Solutions Team from Heise Media.

Jörg Mühle
Vice President Sales

Bastian Laudien
dep. Sales Director Digital

Study profile heise online user survey March 2020

- *Method:* Online survey of heise online users (website banner, newsletter)
- *Participants:* 1,168 persons
- *Implementation:* aserto GmbH & Co. KG, Hanover
- *Period:* February/March 2020

What distinguishes us

heise online and its users

91%

describe heise online as the **leading website** for IT and technology companies.

70%

are the **opinion leaders** in companies and are asked for their advice/ assessment when purchasing decisions are made.

55%

spend **more than 15 minutes** on our pages. A very high intensity of use and duration of stay!

59%

are involved in the decision on **acquisitions in the company**.

79%

of readers have **bookmarked** heise as home page / search us directly. A very large fan community with high confidence!

90%

of all users who visit heise.de several times a day are **very satisfied with heise online**.

“There is a very high level of satisfaction with the website, especially in terms of topicality, comprehensibility and thematic diversity“.

Source: heise online user survey March 2020, quote from study



heise online - a brand-safe environment

Trusted Brands - when are media brand-safe environments?

“There are people who care about quality.”

“Because there is an editorial team behind it, which guaranteed. The environments are transformed from classic to digital media business transferred, bring corresponding experience and already have a certain amount of trust in brands and agencies.”

Traditional media and classic media brands are defined as brand-safe and trustworthy environments. Information and news media must meet particularly high user demands for trust and credibility. This is achieved heise online: According to the Brand Safety Study 2018, heise online was spontaneously named as a brand-safe environment.

Source: VDZ Study “Brand Safety, Trust & Credibility“ - Study to investigate the research field “Brand Safety“ from a B2B and B2C perspective October 2018

What users say about heise online offers

“Professional journalism you can trust“

“I find the articles so valuable that I would not want to miss the Plus offer (...)“

“Trust in Heise editors advertising“

“I find the content extremely versatile, timely and really good!“

“Good work is worth the money“

“all around carefree package“

Source: heise online user survey March 2020, user quotes

Advertising effect on brand-safe environments

A strong environment radiates. The impact of this so-called halo effect is impressive:

- Ads on high-quality websites benefit from a 30 percent **higher recognition rate**.
- When viewing ads, the **brain is 20 percent more active** when the ads are shown on high-quality websites.
- Ads on websites with a high-quality environment were perceived 74 percent **more positively** than identical ads on websites of low quality.

Source: IAS study: Halo effect for advertising on journalistic websites 11.18.2019, 09; Dr. Uwe Sander www.editorial.media/2019/08/19/biometrische-studie-belegt-halo-effekt-fuer-werbung-auf-journalistischen-websites