

New section on the heise Events website:

PARTNER EVENTS

Third-party marketing of events

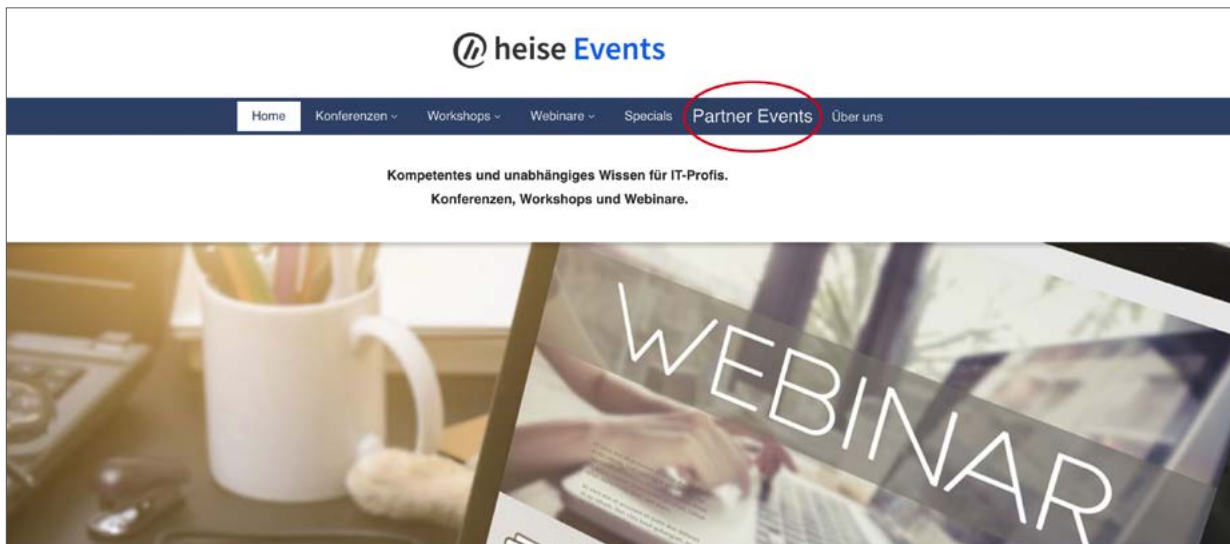


Partner Events

As before, face-to-face events cannot take place at all or only under particularly strict conditions. Many companies therefore rely on digital events such as webinars, training courses, workshops, etc.! For this reason, we as a publishing house have also converted some of our events into digital formats.

In September 2020, we also created a new section – Partner Events – on the heise Events website. Here you can present your own events and thus also inform our event participants and Heise readers/users about your event portfolio. We will publish the third-party events in the same way as our own events and promote your entry and the new section as part of the package via various Heise channels. You can find the details on the following page.

Sample heise Events website



Services

Basic package:

We list your event under the **Partner Events** section on heise Events.

We represent your event just as our own with:

- Logo or key visual
- Event description

Duration: We will not remove your entry from the site until the event date has expired.

We will refer to the section at least once during the period of your presence in our event newsletter, which is aimed at former event participants (approx. 2,000 addresses).

To announce your event, we will place an ad (1/8 page) in our iX magazine during the period of your presence (total circulation 33,000 copies).

RATE: € 2,000

Additional advertising services:

We additionally promote your event via our heise online platform.

Advertising material: AdBundle half-page ad and billboard

Rotation: heise online Run of Network

Link to: Your entry in our Partner Events section

Runtime: 4 weeks

Options:

- Ad bundle A: 150,000 AI
- Ad bundle B: 300,000 AI

RATE: Combination of Basic + Ad bundle A: € 4,250

RATE: Combination of Basic + Ad bundle B: € 7,000

Please send us the following information and advertising material:

- Key visual and / or company logo
- Date and event description (e.g. webinar)
- Title and description
- Destination URL
- Advertisement (at least 300 dpi)
- Online advertising material (Half Page Ad & Billboard)

Requirements advertising material

Key visual (300 x 300 px)

Date of the event

Event title and event description (max. 1,300 characters)

Live-Webinar, 06.10.2020

Bußgelder, Meldepflichten und Schadensersatz: Vorbereitung für den Datenschutz-Ernstfall!

Anfang des Jahres fanden sich die Daten von 3 Millionen Kunden des Autovermieters Buchbinder frei zugänglich im Netz. Der Fall zeigt exemplarisch, wie leicht auch ein großes Unternehmen gegen fundamentale Grundsätze des Datenschutzes verstoßen kann. Dies fängt mit der Frage an, welche Daten man überhaupt wie lange speichern kann, betrifft die Anforderungen an ein IT-Sicherheitskonzept und schließlich auch die Herausforderungen im Umgang mit einem solchen GAU an.

[Weiter](#)

Link to target URL for registration to the registration

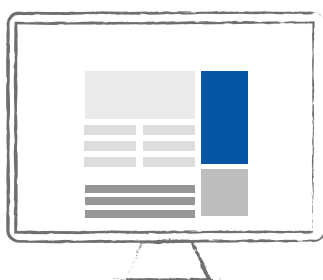
Requirements for 1/8 page



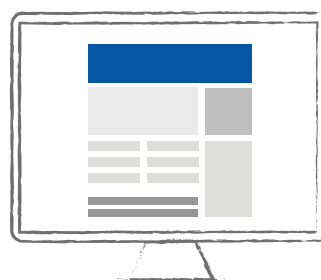
1/8 page:

Type area: 185mm wide x 29mm high
Please submit advertising material as a printable PDF.

Requirements for online advertising material



Half Page Ad
300x600 px



Billboard
970x250 px

Contact

Rest of world

Ellrik Freienberg
Account Manager
Tel.: +49 511 53 52 893
ellrik.freienberg@heise.de

Asia

Roberto Giordano
Senior Account Manager
Tel.: +49 511 53 52 817
roberto.giordano@heise.de

Director

Erika Hajmassy
Sales Director heise Events
Tel.: +49 511 53 52 266
erika.hajmassy@heise.de

UK, USA

Bastian Laudien
Sales Director Digital
Tel.: +49 511 53 52 743
bastian.laudien@heise.de



Heise Medien GmbH & Co. KG
Karl-Wiechert-Allee 10
30625 Hannover / Germany

Do you have any questions or suggestions about our events?

Then contact us at sales@heise.de