

heise online traffic push Virtual events

up to
50% discount

Traffic push in topic-relevant areas for your virtual events

Virtual events are the new platform for communicating content quickly and from any location. With the packages we reach the relevant target group in topic-relevant environments and inform them about your events.

audience/ topic	Package small	Package large
(IT) Decision Maker	Medium Rectangle (Rotation Homepage, Newsticker, c't, iX, TR): approx. 100,000 AIs	Billboard/Half Page Ad (Rotation Homepage, Newsticker, c't, iX, TR): approx. 75,000 AIs
	usAd Rotation: 250 Clicks	UsAd Rotation: 500 Clicks
	Social Media: 250 Clicks	Social Media: 500 Clicks
	Newsletter heise online Daily (Medium Rectangle): 1 week	Newsletter heise online Daily (Sponsoring Leaderboard + Medium Rectangle)
		Podcast kurz informiert (Spot)
Package rate	Euro 5,900	Euro 9,900
Security	Medium Rectangle (Rotation Security, News Security): approx. 100,000 AIs	Billboard/Half Page Ad Security (Rotation Security, News Security): approx. 75,000 AIs
	usAd Rotation: 250 Clicks	UsAd Rotation: 500 Clicks
	Social Media: 250 Clicks	Social Media: 500 Clicks
	Newsletter Security (Medium Rectangle): 1 week/2 issues	Newsletter Security (Sponsoring Leaderboard + Medium Rectangle): 1 week
		Podcast c't uplink or #heiseshow according to availability (spot)
Package rate	Euro 5,900	Euro 9,900
Developer	Medium Rectangle (Rotation Developer, iX): approx. 100,000 AIs	Billboard/Half Page Ad (Rotation Developer, iX): approx. 75,000 AIs
	usAd Rotation: 250 Clicks	UsAd Rotation: 500 Clicks
	Social Media: 250 Clicks	Social Media: 500 Clicks
	Newsletter Developer (Medium Rectangle): 3 weeks	Newsletter Developer (Sponsoring Leaderboard + Medium Rectangle)
		Podcast c't uplink or #heiseshow according to availability (spot)
Package rate	Euro 5,900	Euro 9,900
Cloud	Medium Rectangle (Rotation News Netze, c't, iX): approx. 100,000 AIs	Billboard/Half Page Ad (Rotation News Netze, c't, iX): approx. 75,000 AIs
	usAd Rotation: 250 Clicks	UsAd Rotation: 500 Clicks
	Social Media: 250 Clicks	Social Media: 500 Clicks
	Newsletter heise online Daily (Medium Rectangle): 1 week	Newsletter heise online Daily (Sponsoring Leaderboard + Medium Rectangle)
		Podcast c't uplink or #heiseshow according to availability (spot)
Package rate	Euro 5,900	Euro 9,900

Campaign duration: min. 3 weeks; no further discounts; all prices plus VAT; agency commission is granted

The linking may only take place to virtual events. Links to products, shop pages or other landing pages are excluded from this campaign.