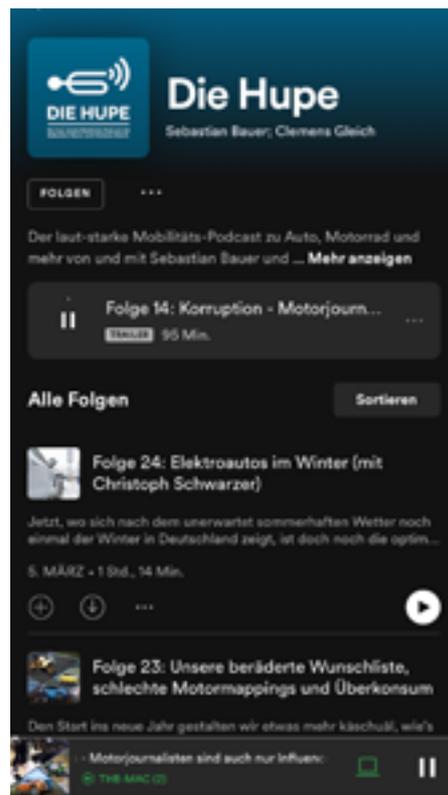


## The powerful Car and Motorcycle Nerdcast

The automotive industry is undergoing the greatest transformation in its history, with new drives and highly automated mechatronics. This exciting event is discussed by two people with a great understanding of technology in software and hardware and even more enjoyment of vehicles. Moreover, the horn does not miss out on the power sports sector: sports cars, motorcycles and whatever else makes your hair stand on end.

<b>Podcast format:</b>	<ul style="list-style-type: none"> <li>• Audio format</li> <li>• Length of the episode: about 60 - 90 minutes</li> <li>• Published 1-2 monthly</li> </ul>
<b>Views:</b>	<ul style="list-style-type: none"> <li>• Average 3,000 downloads within the first 4 weeks + ca 500 streams on Spotify; currently 600+ followers on Spotify*.</li> </ul>
<b>TechSpecs:</b>	<ul style="list-style-type: none"> <li>• Spot content as continuous text for the production of the spot by a trained speaker</li> <li>• Text for sponsorship note</li> <li>• Reporting of retrievals is currently not possible</li> </ul>
<b>Playout channels:</b>	<ul style="list-style-type: none"> <li>• iTunes, Spotify, features on heise/Autos, mojomag.de and passiondriving.de</li> </ul>
<b>Advertising opportunities:</b>	<ul style="list-style-type: none"> <li>• Integration: 2 spots, 30 seconds, integrated at the beginning and at the end of the podcast, produced by Heise with trained speaker</li> <li>• Sponsor reference in the podcast descriptions on all platforms incl. link and short company description</li> <li>• Exclusivity: sole sponsor of an episode!</li> </ul>

**IMPORTANT:** The spots can be released before the integration. There is a release loop.

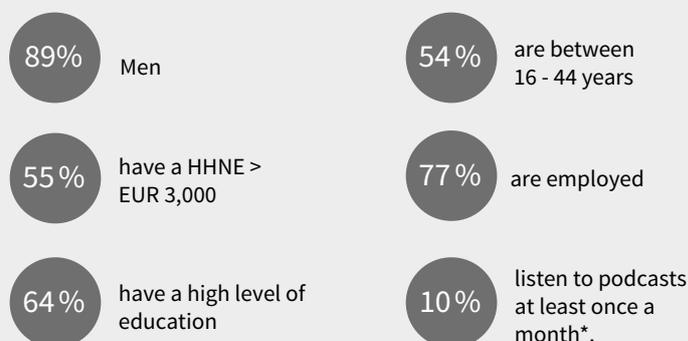


[Link to podcast](#)   [Sponsoring example](#)

### Rates

Podcast „The horn	<b>Sponsoring</b>
Integration	2 Spots
Length	30 seconds
Mention in the podcast descriptions	✓
Calls per episode	approx. 3,000
Rate per episode (Agency commission possible)	1,500 EUR

### Target group



\* the podcast episodes will remain available with the advertising format in the respective channels until further notice.

Source: AGOF daily digital facts, 2021-03 (df heise Autos) (\*VuMa-Analysis)