

heise meets ...

The decision-maker talk



The interview podcast from Heise

In the new fortnightly podcast format „heise meets ...“, Gisela Strnad, Head of Projects and Cooperations in Sales & Solutions, interviews voices from your company. You help determine the topics and content covered in your sponsored episode. You reach our listeners with your podcast interview.

Podcast format:	<ul style="list-style-type: none"> • Audio format • Length of the episode: approx. 25 minutes • Published fortnightly on Wednesdays • Moderation: Gisela Strnad, Head of Projects and Cooperations
Calls:	<ul style="list-style-type: none"> • Launch of the new format, calls can be reported
TechSpecs:	<ul style="list-style-type: none"> • KickOff call between customer and interviewer Gisela Strnad as preparation for the podcast recording
Playout channels:	<ul style="list-style-type: none"> • Wherever there are podcasts • Also possible as a live podcast of events including Q&A
Advertising opportunities:	<ul style="list-style-type: none"> • An employee of your company will be the interview guest of the podcast; the questions are agreed in advance • Suggested topics: <ul style="list-style-type: none"> - General questions and suggestions about digitization - Technology trends - Hype topics broken down into actionable strategies • Sponsor reference in the podcast descriptions on all platforms incl. link and short company description • Exclusivity as sole sponsor of an episode!



IMPORTANT: The episode can be released before it is published.

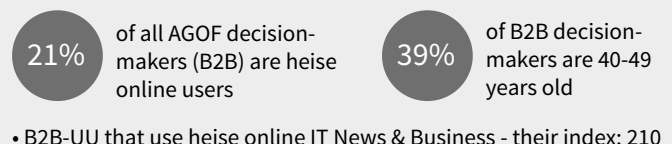
Rates

Podcast heise meets ...	Sponsoring
Integration	Interview partner
Length	approx. 25 minutes
Mention in the podcast descriptions	✓
Calls per episode	Launch of the new format, calls can be reported
Rate per episode (agency commission possible)	5,900 EUR

Target group



B2B decision-maker:



Source: AGOF daily digital facts, 2021 - March (df heise online)

Starting rate 4,900 €

