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:
- Audio format
- Length of the episode: approx. 25 minutes
- Published fortnightly on Wednesdays
- Moderation: Gisela Strnad, Head of Projects and Cooperations

### Calls:
- Launch of the new format, calls can be reported

### TechSpecs:
- KickOff call between customer and interviewer Gisela Strnad as preparation for the podcast recording

### Playout channels:
- Wherever there are podcasts
- Also possible as a live podcast of events including Q&A

### Advertising opportunities:
- An employee of your company will be the interview guest of the podcast; the questions are agreed in advance
- Suggested topics:
  - 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

<table>
<thead>
<tr>
<th>Integration</th>
<th>Sponsoring</th>
<th>Length</th>
<th>Mention in the podcast descriptions</th>
<th>Calls per episode</th>
<th>Rate per episode (agency commission possible)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Podcast heise meets ...</td>
<td>Interview partner</td>
<td>approx. 25 minutes</td>
<td>√</td>
<td></td>
<td>5,900 EUR</td>
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</tbody>
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### Target group

- **69%** men
- **51%** have a household net income > 3,000 EUR
- **10%** of heise online users listen to podcasts at least once a month
- **31%** have a university degree
- **21%** of all AGOF decision-makers (B2B) are heise online users
- **39%** of B2B decision-makers are 40-49 years old
- **21%** B2B-UU that use heise online IT News & Business - their index: 210

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