



# The Panel:

**Competence, experience, power.**

An offer from Europe's largest ICT media house.

## Our offer: competent, independent feedback on your product!

Our advantage is the access to knowledgeable testers, professionals and opinion leaders from the relevant IT disciplines. With the new c't expert community, we now created an independent and unique panel. Companies and consultants can use the full power of the largest ICT media company in Europe.

c't magazine is Europe's largest IT and tech magazine. Heise Online is one of the largest news portals in the IT environment. The high credibility of their content also radiates on companies that advertise in them while shaping our core users into the coveted elite of opinion makers and tech influencers. **We are IT.**

The new c't expert community brings together around 1,000 readers that are IT experts at the same time. As a business partner of the c't expert community, your company benefits from the independent expertise of each individual.

We offer you access to the community via a membership.  
In addition, various modules are available.

No matter whether you want to conduct a pre-series test, a security check, a usability analysis, or survey a potential target group:  
We will bring you together with the right members of the c't expert community!

In order to realize that, we manage the panel via an editorially anchored community manager and push the level of awareness of the c't expert community on all Heise channels.



## c't expert community *Membership*

- Biweekly community newsletter with background information, study results, and exciting insights from Europe's largest IT editorial team. Direct reader feedback and ranking on the topics relevant to you.
- A Fast Survey to the c't expert community during the first year of the term.
- Logo presence on marketing campaigns of Heise Medien to promote the c't expert community.

Rate for membership:

**499 Euro/year**

Term: 12 months  
Cancellation period 1 month to the end of the term

## Fast Survey

- Quick feedback on current problems
- Short, pragmatic paths
- Three questions are answered by the panel in max. 48 hours feedback time.

The Basic Membership includes a Fast Survey in the first year.

## Deep Analysis

- Product or pre-test
- The best members of the c't expert community share their opinion/experience with you.
- After the test by the panel experts, the community manager prepares a dossier for you. This is completed by an expert opinion from the editorial team.

## Hot or Not

- Live product presentation with immediate feedback
- The community manager and an expert from the customer present a new product to the panel in a live format.
- The product portfolio includes live surveys and feedback tools.

For all further details please [contact...](#)



## Contact

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