

c't Social Media

New touchpoint in the c't community

For many companies, social media is an important component of their communication strategy. In addition to branding, direct contact with the community plays a central role, new customers are addressed and new employees are convinced. But social media is also playing an increasingly important role in lead generation.

USP:

Your ad will only be played in the audience of c't and c't Photography on Facebook and Instagram.

Benefit:

You reach followers in a private usage situation and thus set a new touchpoint within their customer journey.

Packages:

Performance	Runtime	Rate
500 clicks	2 weeks	€ 1,990
1,000 clicks	4 weeks	€ 3,990
2,000 clicks	6 weeks	€ 6,990

Tech Specs:

Image display



Image display



Carousel ad

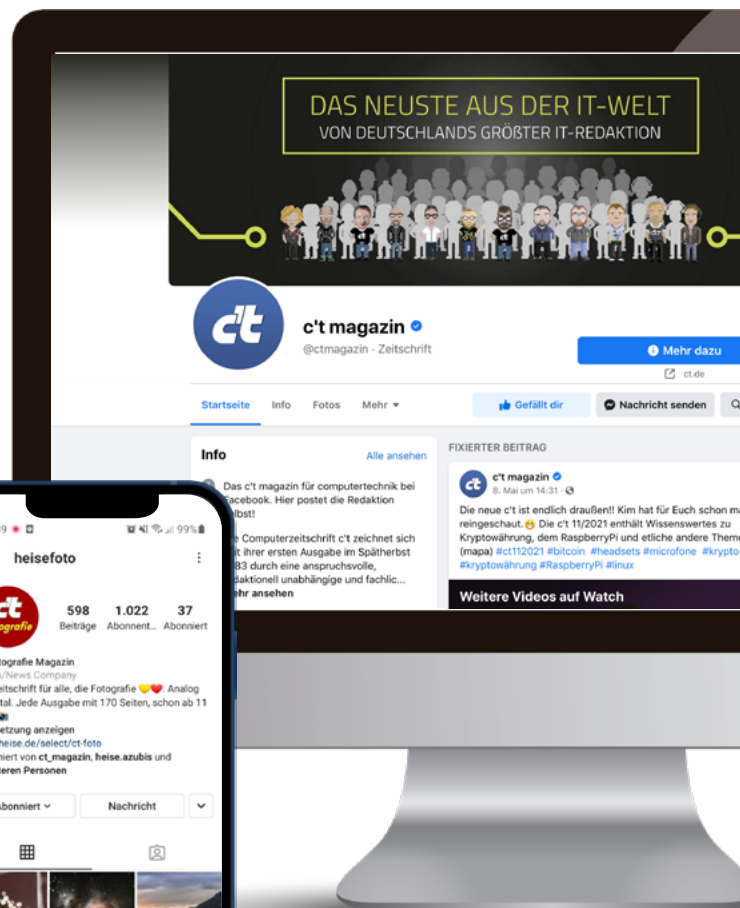
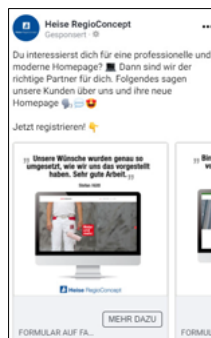


Image dimensions: 1200 x 1200 px
 Headline = 40 char ; Primary text = 125 char

For all further details, please feel free to contact us!

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