TechStage - the B2C channel on heise online

TechStage is the buying advice page on heise online and is aimed at a tech-savvy target group. We write for users who are about to make a purchase decision and need support. Take the opportunity and present yourself and your products to 1.1 million unique users * per month!

With us you get everything from a single source - from editorial articles to advertisements. If you are missing suitable photos or videos, no problem: Talk to us, we will provide the right picture material on request!

**Sales-Ad**

**USP:**

- Creation of a sales push in the form of a product advertorial with text, images and (affiliate) links by the TechStage team
- Promotion with co-branded ads via the heise online entertainment and consumer rotation
- max. 15-20 products
- Integration of the TechStage widget for price comparison
- Editorial briefing possible by arrangement
- a correction loop

**IMPORTANT:** There must be added value for the customer (coupon, discount, competition, ...).

**Packages:**

<table>
<thead>
<tr>
<th>Package</th>
<th>Views</th>
<th>Run time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>500</td>
<td>1 - 2 weeks</td>
<td>€ 2,500</td>
</tr>
<tr>
<td>M</td>
<td>1,000</td>
<td>4 weeks</td>
<td>€ 4,000</td>
</tr>
<tr>
<td>L</td>
<td>2,000</td>
<td>6 weeks</td>
<td>€ 6,000</td>
</tr>
</tbody>
</table>

Lead time max. 14 working days, no further discounts, all rates plus VAT, agency commission is granted.

* Source: agof daily digital facts 2021-03 (df)