

 heise online

About Facts, trusted Brands **and Users**

More than just Germany's largest website for IT news.



*“Heise is for me
THE editorial and
journalistic instance.”*

Source: heise online user survey March 2020, user quote

Foreword

heise online – THE leading content platform for the IT and tech industry - has been one of the leading news providers for over 20 years. Our editorial offices deliver high-quality journalism and both comprehensive and well-founded content every day. The heart of heise online is the IT news section, rounded off by the magazine channels and a wide range of services. Our incentive and commitment is always the interest of our readers and the precisely researched information. The focus is on current news, developments in IT, technology, politics, science and research. In addition, heise online reports on the progressing digitalization and its effects in professional life and everyday life.

Our maxim is to provide orientation and credibility!

heise online is not only the leading news and information source for IT and digital topics, but also a premium digital platform for targeted and effective advertising to reach a high-quality and broad target audience. Our current reader survey provides an overview of the sometimes unique quality of our users. The values underline how above average the characteristics of heise online users are and how effectively and budget-efficiently you can reach these target groups: “Dynamic. Powerful. Decisive.“

We hope you enjoy discovering the representative facts!
Your Sales & Solutions Team from Heise Media.

Jörg Mühle
Vice President Sales

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dep. Sales Director Digital

Study profile heise online user survey March 2020

- *Method:* Online survey of heise online users (website banner, newsletter)
- *Participants:* 1,168 persons
- *Implementation:* aserto GmbH & Co. KG, Hanover
- *Period:* February/March 2020

What distinguishes us

heise online and its users

91%

describe heise online as the **leading website** for IT and technology companies.

70%

are the **opinion leaders** in companies and are asked for their advice/ assessment when purchasing decisions are made.

55%

spend **more than 15 minutes** on our pages. A very high intensity of use and duration of stay!

59%

are involved in the decision on **acquisitions in the company**.

79%

of readers have **bookmarked** heise as home page / search us directly. A very large fan community with high confidence!

90%

of all users who visit heise.de several times a day are **very satisfied with heise online**.

“There is a very high level of satisfaction with the website, especially in terms of topicality, comprehensibility and thematic diversity“.

Source: heise online user survey March 2020, quote from study



heise online - a brand-safe environment

Trusted Brands - when are media brand-safe environments?

“There are people who care about quality.”

“Because there is an editorial team behind it, which guaranteed. The environments are transformed from classic to digital media business transferred, bring corresponding experience and already have a certain amount of trust in brands and agencies.”

Traditional media and classic media brands are defined as brand-safe and trustworthy environments. Information and news media must meet particularly high user demands for trust and credibility. This is achieved heise online: According to the Brand Safety Study 2018, heise online was spontaneously named as a brand-safe environment.

Source: VDZ Study “Brand Safety, Trust & Credibility“ - Study to investigate the research field “Brand Safety“ from a B2B and B2C perspective October 2018

What users say about heise online offers

“Professional journalism you can trust“

“I find the articles so valuable that I would not want to miss the Plus offer (...)“

“Trust in Heise editors advertising“

“I find the content extremely versatile, timely and really good!“

“Good work is worth the money“

“all around carefree package“

Source: heise online user survey March 2020, user quotes

Advertising effect on brand-safe environments

A strong environment radiates. The impact of this so-called halo effect is impressive:

- Ads on high-quality websites benefit from a 30 percent **higher recognition rate**.
- When viewing ads, the **brain is 20 percent more active** when the ads are shown on high-quality websites.
- Ads on websites with a high-quality environment were perceived 74 percent **more positively** than identical ads on websites of low quality.

Source: IAS study: Halo effect for advertising on journalistic websites 11.18.2019, 09; Dr. Uwe Sander www.editorial.media/2019/08/19/biometrische-studie-belegt-halo-effekt-fuer-werbung-auf-journalistischen-websites

Persona

Decision makers B2B

Ø 51 years

99%
male

90%
highly educated
(at least professional baccalaureate)

54%
work in the ICT industry.

68%
have a net household income
of at least 4,000 euros.

32%
decide about high budgets
starting from 100,000 euros.

89%
are interested in a professional
further education.

66%
use heise online both mobile
and stationary.

72%
work in companies with more
than 100 employees.

The B2B decision-maker at heise online wants more - one in three already decides on high budgets, he wants to make progress professionally and at least maintain his economic status quo. Two-thirds are mobile at heise online in order not to miss important and decision-relevant information.

Source: heise online user survey March 2020

IT young talents

Ø 34 years

98%
male

79%
are highly educated
(at least professional baccalaureate)

54%
work in companies
with more than 100
employees.

56%
are already decision ma-
kers in the B2B sector.

49%
have a net household income of
at least 4,000 euros.

90%
are interested in a professional
further education.

53%
work in the ICT industry.

70%
use heise online both mobile
and stationary.

46%
are not looking for a job, but
are open for offers.

Young and ambitious. This type of decision-maker naturally moves between the mobile and digital platforms - in search of relevant information, they secure their knowledge advantage, strengthen their decision-making authority for investments and prepare them optimally for their next career move.

Essential facts

The Top Elite

In the upscale decision-maker position: **60%** of those up to 49 years old are team / sole decision-makers.
Well represented at the best career age: **56%** of the under 39-year-olds are already among the decision-makers.

They want more

91% of respondents rate professional further education as relevant.

Preferences are spread out:

- **67%** online courses
 - **12%** extra-occupational study
 - **15%** other such as personal workshops, training and seminars
-

In this equipment is invested

Purchase plan B2B

- **78%** Hardware
- **72%** Software
- **57%** Telecommunication products
- **48%** ICT services / Hosting
- **47%** Data centres
- **28%** Energy saving technologies
- **18%** Automobile

Source: heise online user survey March 2020

These budgets are used

51% – every second heise online user has a budget of up to 99,000 euros.

32% – every third heise online user has a budget starting at 100,000 euros.

At home in ALL company classes:

83% in companies with up to 19 employees

64% in companies 20-99 employees

52% in companies 100-499 employees

55% in companies 500-4,999 employees

44% in companies ab 5,000 employees

They exert influence and act as multipliers:

Almost every third heise online user belongs to the coveted target group of the decision-maker elite:

78% of the B2B decision-makers are opinion leaders.

27% are managing directors, executives or senior civil servants.

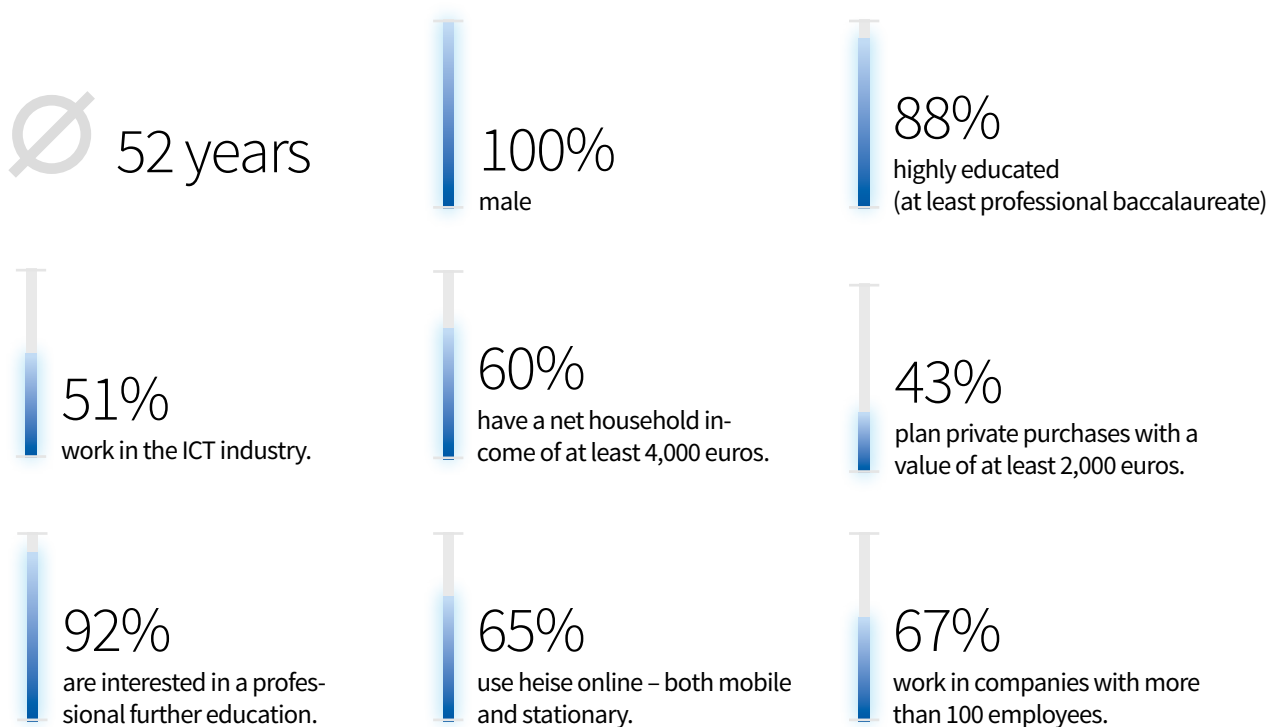
96% of respondents are open to new technologies.

24% describe themselves as spokespeople in discussion groups.

“More than half of the website users are decision-makers in the B2B context.”

The private decision-maker on heise online

Decision-makers B2C



The heise online user belongs (according to AGOF) to the early adopters: Almost half of the users like to try out new technologies and 34% are considered to be advisors by acquaintances. 43% are well versed in technical matters. They have an affinity for advertising and brands: 43% have become aware of interesting products or new ideas more often, every third person places value to branded products*.

Facts about the user - completely private

64% of the respondents are planning a private purchase in the next 12 months. They use heise online frequently – 70% are online at heise everyday and they are open, flexible and spontaneous: So 69% of all under 39-year-olds plan private purchases.

The wish list for private purchases:

73% Hardware components	49% Consumer electronics
70% Computer hardware	32% Money or capital investments / insurances
61% Handys / smartphones / tablets	24% Gaming software
58% Computer software	23% Watches / smartwatches / digital health
50% Smart Home solutions	18% Automobile

6 out of 10 people are planning a technical acquisition in the near future, especially in computer hardware, hardware components and smartphones.

The private purchase budget:

3% under 500 euros
12% 500 to 999 euros
25% 1,000 to 1,999 euros
27% 2,000 to 4,999 euros
16% more than 5,000 euros
16% budget not yet known

„heise online is used out of private and professional interest. The website impresses with seriousness, quality and innovation.“

We have a lot to offer – ask us!

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