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
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  
Bastian Laudien  
dept. 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?

“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
### Persona

#### Decision makers B2B

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average age</td>
<td>51 years</td>
</tr>
<tr>
<td>Gender</td>
<td>99% male</td>
</tr>
<tr>
<td>Education</td>
<td>90% highly educated (at least professional baccalaureate)</td>
</tr>
<tr>
<td>ICT industry</td>
<td>54%</td>
</tr>
<tr>
<td>Net household income</td>
<td>68% have a net household income of at least 4,000 euros</td>
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<tr>
<td>High budgets</td>
<td>32% decide about high budgets starting from 100,000 euros</td>
</tr>
<tr>
<td>Further education</td>
<td>89% are interested in a professional further education</td>
</tr>
<tr>
<td>Use heise online</td>
<td>66% use heise online both mobile and stationary</td>
</tr>
<tr>
<td>Employment</td>
<td>72% work in companies with more than 100 employees</td>
</tr>
</tbody>
</table>

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 makers 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.*

*Source: heise online user survey March 2020*
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.”

Source: heise online user survey March 2020
The private decision-maker on heise online

**Decision-makers B2C**

- Ø 52 years
- 100% male
- 88% highly educated (at least professional baccalaureate)
- 51% work in the ICT industry.
- 60% have a net household income of at least 4,000 euros.
- 43% plan private purchases with a value of at least 2,000 euros.
- 92% are interested in a professional further education.
- 65% use heise online – both mobile and stationary.
- 67% work in companies with more than 100 employees.

*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*.

Sources: heise online user survey March 2020; *AGOF daily digital facts-07/2020; VuMA characteristics apply fully or predominantly
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
- 70% Computer hardware
- 61% Handys / smartphones / tablets
- 58% Computer software
- 50% Smart Home solutions
- 49% Consumer electronics
- 32% Money or capital investments / insurances
- 24% Gaming software
- 23% Watches / smartwatches / digital health
- 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.“

Source: heise online user survey March 2020
We have a lot to offer – ask us!

BASTIAN LAUDIEN  
Sales Director Digital  
Phone: +49 (0)511 53 52 743  
bastian.laudien@heise.de

JÖRG MÜHLE  
Vice President Sales  
Phone: +49 (0)511 53 52 149  
joerg.muehle@heise.de

STEPHANNIE STEWART  
Assistant  
Vice President Sales  
Tel.: +49 (0)511 5352 895  
stephannie.stewart@heise.de

MICHAELA THIEM  
Senior Account Manager  
Phone: +49 (0)511 53 52 421  
michaela.thiem@heise.de

ROBERTO GIORDANO  
Senior Account Manager  
Phone: +49 (0)511 53 52 817  
roberto.giordano@heise.de

F+Benelux

BASTIAN LAUDIEN  
Sales Director Digital  
Phone: +49 (0)511 53 52 743  
bastian.laudien@heise.de

A, CH, USA

CORVEN KRENKE  
Junior Account Manager  
Phone: +49 (0)511 5352 595  
corven.krenke@heise.de

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