In the morning B2B.
In the evening B2C.

Meeting place
Black Week

on heise online · 26th November - 5th December

Perfect timing for

Black Week

Push your discount campaign

B2B IT decision makers are multipliers. They also decide on B2C purchases at the same time.
43% of our business users have private purchase plans over € 2,000 and an average HH net income of € 4,000+.*

Wish list computers & co.

73% Hardware components • 70% Computer hardware • 61% Mobile phones / smartphones / tablets • 24% Gaming software*

Wish list consumer electronics

Television sets 415,000 UU • Smart TV 469,000 UU • Home Cinema facilities 173,000 UU • head-/ earphones 121,000 UU • Stereo / hifi / compact / mini system 112,000 UU • Speakers / wifi / bluetooth boxes 83,000 UU

Strong topics in home office times - wish list

Leisure / sports / fitness: Bicycle 185,000 UU • Navi 110,000 UU • Fitness wristband /-tracker 197,000 UU • Smartwatch 219,000 UU • Stationary / mobile game console 132,000 UU

Ordered via internet: Sports equipment 1,413,000 UU • Clothing 3,199.000 UU • Shoes 2,750,000 UU • DIY supplies / products 663,000 UU

Office feeling: (mobile) Air conditioning 437,000 UU • Water bubbler 153,000 UU • Automatic coffee machine 244,000 UU

Time saver: Dryer 440,000 UU • Washing machine 254,000 UU • Dishwasher 233,000 UU • Fridge-/ freezer combination 202,000 UU

What else do we deliver during Black Week? A balanced mix of strong awareness and measurable clicks. You have the choice:

over 70 % savings

Package "light"
500,000 AdImps in the AGOF Consumer Electronics & Entertainment Rotation
+
usAd rotation (500 Clicks)
Rate: € 5,900

over 75 % savings

Package "medium"
1,000,000 AdImps in the AGOF Consumer Electronics & Entertainment Rotation
+
usAd rotation (1,000 Clicks)
Rate: € 10,100

Rates apply for Wallpaper / HalfpageAd / Billboard

Start with us into a hellishly good Black Week!

Contact us now: www.heiseonline.de/mediakit

Source: AGOF Consumer Electronic & Entertainment Rotation 03-2021 (incl. VUMA and b4p-Merkmale)
*heise online Nutzerbefragung March 2020