

heise meets ...

The decision-maker talk



The interview podcast from Heise

In the new fortnightly podcast format „heise meets ...“, Gisela Strnad, Head of Projects and Cooperations in Sales & Solutions, interviews voices from your company. You help determine the topics and content covered in your sponsored episode. You reach our listeners with your podcast interview.

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| Podcast format: | <ul style="list-style-type: none"> • Audio format • Length of the episode: approx. 25 minutes • Published fortnightly on Wednesdays • Moderation: Gisela Strnad,
Head of Projects and Cooperations |
| Calls: | <ul style="list-style-type: none"> • Launch of the new format, calls can be reported |
| TechSpecs: | <ul style="list-style-type: none"> • KickOff call between customer and interviewer Gisela Strnad as preparation for the podcast recording |
| Playout channels: | <ul style="list-style-type: none"> • Wherever there are podcasts • Also possible as a live podcast of events including Q&A |
| Advertising opportunities: | <ul style="list-style-type: none"> • An employee of your company will be the interview guest of the podcast; the questions are agreed in advance • Suggested topics: <ul style="list-style-type: none"> - General questions and suggestions about digitization - Technology trends - Hype topics broken down into actionable strategies • Sponsor reference in the podcast descriptions on all platforms incl. link and short company description • Exclusivity as sole sponsor of an episode! |



IMPORTANT: The episode can be released before it is published.

Rates

Podcast heise meets ...	Sponsoring
Integration	Interview partner
Length	approx. 25 minutes
Mention in the podcast descriptions	✓
Calls per episode	Launch of the new format, calls can be reported
Rate per episode (agency commission possible)	5,900 EUR

Target group

- 69 % men
 - 53 % have a household net income > 3,000 EUR
 - 15 % of heise online users listen to podcasts at least once a month
 - 54 % have a university degree
- B2B decision-maker:**
- 17 % of all AGOF decision-makers (B2B) are heise online users
 - 23 % of B2B decision-makers are 40-49 years old
- B2B-UU that use heise online IT News & Business

Source: agof daily digital facts, 2021 - 09 (df heise online)