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.

**Podcast format:**
- Audio format
- Length of the episode: approx. 25 minutes
- Published fortnightly on Wednesdays
- Moderation: Gisela Strnad, Head of Projects and Cooperations

**Calls:**
- Launch of the new format, calls can be reported

**TechSpecs:**
- KickOff call between customer and interviewer Gisela Strnad as preparation for the podcast recording

**Playout channels:**
- Wherever there are podcasts
- Also possible as a live podcast of events including Q&A

**Advertising opportunities:**
- An employee of your company will be the interview guest of the podcast; the questions are agreed in advance
- Suggested topics:
  - 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

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<thead>
<tr>
<th>Integration</th>
<th>69% men</th>
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<td>Length</td>
<td>53% have a household net income &gt; 3,000 EUR</td>
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<td>Mention in the podcast descriptions</td>
<td>15% of heise online users listen to podcasts at least once a month</td>
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<td>Calls per episode</td>
<td>54% have a university degree</td>
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<td>Rate per episode (agency commission possible)</td>
<td>17% of all AGOF decision-makers (B2B) are heise online users</td>
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<td>23% of B2B decision-makers are 40-49 years old</td>
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**Target group**

- B2B-UU that use heise online IT News & Business

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