



## Precise persona targeting as a recipe for success

heise Jobs is the IT job exchange under the umbrella of heise online. Here, companies looking for personnel have the opportunity to target highly qualified specialists and executives from the IT industry as well as well-trained young professionals in the fields of IT, telecommunications and e-business. With the new persona targeting, we ensure that the right target group actually sees your job ad effectively.

### Persona targeting:

- Creation of one or more personas to address target groups
- Implementation of the associated advertising material based on our corporate design and logo of heise Jobs
- Implementation of the campaign in the specified digital channels with a runtime of 4 weeks

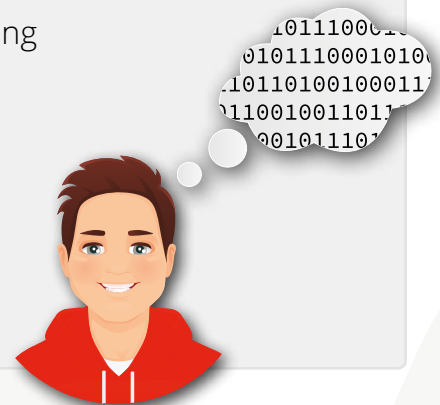


### Security Persona:

Playout on: heise Security First Party Targeting

### Developer Persona:

Playout on: heise Developer First Party Targeting



### Developer or Security package offer:

**Job ad heise Jobs:** € 699 Classic / € 799 Professional / € 999 Premium +

**Persona targeting:** € 3,500 (100,000 ad impressions over all) all rates plus VAT

**Contact:** Click&Check with your personal contact!