

# Rate Card

Valid from 1st of January 2022

**BRANDING**

**CONTENT MARKETING**

**LEADGEN**

**TRAFFIC PUSH**

**SALES PUSH**

**EMPLOYER BRANDING**

**COMMUNITY**

**TARGET GROUP TARGETING**













# Branding

DISPLAY ADS	03
FIXED PLACEMENTS	04
FIREPLACE	05
PROGRAMMATIC	06
NEWSLETTER	07
PODCASTS	08
VIDEOS	11



# Display Ads

Price level 1	Price level 2	Price level 3	
			
<b>Leaderboard</b> 728x90 px	<b>Medium Rectangle</b> 300x250 px	<b>Half Page Ad</b> 300x600 px	<b>Billboard</b> 970x250 px
			
<b>Skyscraper</b> max. 160x600 px		<b>Wallpaper</b> 728x90 px + 160x600 px	<b>Sidebar</b> Dynamic
			<b>Rotation</b>
<b>Mobile Rectangle</b> 300x250 px	<b>Mobile Interscroller</b> 300x600 px	<b>Mobile Interstitial</b> 320x480 px + 336x280 px FC 1 per User/Day	channel rotations & Run of heise online

all rates plus VAT. Agency commission is granted; minimum booking volume is € 3,500 gross











## CPM

First party target groups/ interests	Price level 1	Price level 2	Price level 3
Audience IT Decision Maker	€ 59	€ 79	€ 99
Audience Server • Cloud • Security • Recruiting • Developer	€ 59	€ 79	€ 99
Audience Consumer	€ 19	€ 29	€ 39
Rotations	Price level 1	Price level 2	Price level 3
Channelrotation (Selection of at least 3 channels)	€ 49	€ 69	€ 89
Run of heise online	€ 29	€ 39	€ 49

Channels	Price level 1	Price level 2	Price level 3
   	€ 59	€ 79	€ 99
  			
<b>News categories:</b> Applications • Business • Consumer Electronics • Entertainment • Trade • Hardware • Internet • Linux & Open Source • Mobile • Networks • Security • Software Engineering • Server & Storage • Technology & Research • Windows			
Keyword Targeting			
<b>Make:</b>   	€ 19	€ 29	€ 39
   			

Programmatics: All these formats and channels can also be booked as Private Deal or Preferred Deal via the Google AdExchange or Yieldlab.

# Branding Day

Price level 1	Price level 2	Price level 3	
			
<b>Leaderboard</b> 728x90 px	<b>Medium Rectangle</b> 300x250 px	<b>Half Page Ad</b> 300x600 px	<b>Billboard</b> 970x250 px
			
<b>Skyscraper</b> max. 160x600 px		<b>Wallpaper</b> 728x90 px + 160x600 px	<b>Sidebar</b> Dynamisch
			<b>Rotation</b>
<b>Mobile Rectangle</b> 300x250 px	<b>Mobile Interscroller</b> 300x600 px	<b>Mobile Interstitial</b> 320x480 px + 336x280 px FC 1 per User/Day	channel rotations & Run of heise online

## Fixed placements heise online Homepage\* incl. Newsticker

	Price level 1	Price level 2	Price level 3
<b>daily occupancy</b> 100% Share of Voice (SoV) at least 500,000 Ad Impressions	10,900 €	14,900 €	17,900 €
<b>weekly occupancy</b> 20% Share of Voice (SoV) at least 700,000 Ad Impressions	13,900 €	16,900 €	20,900 €
100% Share of Voice (SoV) at least 2,300,000 Ad Impressions	32,900 €	42,900 €	49,900 €

all rates plus VAT. Agency commission is granted; \*Share 50% desktop, 50% mobile with the medium rectangle or interscroller; minimum booking volume is €3,500



# Fireplace



It consists of:  
**Billboard** and **U-Wallpaper**  
1056x250 px    Leaderboard: 1104x90px  
+  
Skyscraper links: 200x600px  
+  
Skyscraper rechts: 200x600px

Delivery 100% display, without mobile component\*

	Package <b>S</b>	Package <b>M</b>	Package <b>L</b>
Placement	Run of Site (excl. homepage)	Heise online homepage incl. news ticker	Heise online homepage incl. news ticker
Reach	At least 100,000 AdImpressions	At least 250,000 AdImpressions	At least 250,000 or <i>1,200,000 AdImpressions</i>
Share of Voice	-	20 %	100%
Duration	From 2 weeks	1 week	1 day / 1 week
Rate	<b>11,900 €</b>	<b>19,800 €</b>	<b>15,000 € / 75,000 €</b>

\*bookable separately

all rates plus VAT. Agency commission is granted

# Programmatic

**Various SSPs are connected and the entire inventory is available programmatically.**

Deals gladly on request. Minimum booking volume: 1.500 € gross



**Leaderboard**  
728x90 px



**Medium Rectangle**  
300x250 px



**Skyscraper**  
max. 160x600 px



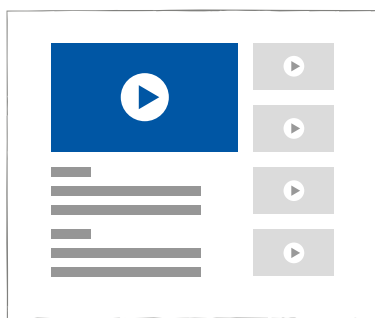
**Billboard**  
970x250 px



**Half Page Ad**  
300x600 px



**Mobile Rectangle**  
300x250 px



**PreRoll Ad**  
640 x 360 px  
(mp4, avi, mov, VAST, VPAID, max. 15 seconds)

## deal options:

### Programmatic Guaranteed

- 1 publisher and 1 buyer
- Negotiated fixed price (CPM)
- Guaranteed volume

### Preferred Deal

- 1 publisher and 1 buyer
- Negotiated fixed price (CPM)
- No guaranteed volume

### Open Auction

- Multiple publishers and all buyers
- Open auction process with standard auction (1st Price Auction)

all rates plus VAT. Agency commission is granted



# Newsletter Ads



Newsletter  
Leaderboard

540x65 px



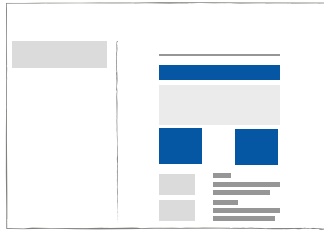
Newsletter  
Rectangle

276x230 px



text-image-  
combination

characacters 275 + picture\*



Newsletter  
Sponsoring

540x65 px + 2 x 276x230 px






Channels

	approx. contacts per week	Issues a week	Date of dispatch				
heise online Daily	220,000	7	daily	3,290 €	2,490 €	-	5,200 €
c't	130,000	fortnightly	Friday	2,430 €	-	-	-
heise Security	48,000	2	Monday/ Thursday	1,790 €	1,490 €	-	3,000 €
Components & Hardware	10,000	2	Tuesday/ Friday	650 €	-	-	-
Economy	12,000	2	Tuesday/ Friday	650 €	490 €	-	-
windows	7,600	1	Monday	475 €	-	-	-
open	11,000	2	Tuesday/ Friday	-	-	580 €	-
developer	4,900	2	Monday/ Thursday	500 €	450 €	-	900 €
Mac & i	22,300	6	daily	980 €	850 €	-	-
iX	20,000	1	once a month (first day of sale)	990 €	-	-	-
Technology Review	5,000	1	once a month (first day of sale)	-	-	250 €	-
Autos	2,500	2	Monday/ Thursday	250 €	200 €	-	-
Make:	1,115	1	Monday	250 €	-	-	-

\*max. characters including spaces:  
headline (95) + text (120) + link (60)  
picture max. 180x60px

# Podcasts








					
Frequency of publication	every Saturday	every Thursday	every weekday	every 14 days	monthly
Retrievals in the first 4 weeks	30,000	15,000	55,000	3,500	2,500
Length of the sequence	approx. 60 min.	approx. 60 min.	approx. 2,20 min.	approx. 60 min.	30-45 min.
Length Integration	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.
Integration	2 spots	2 spots	Spot	2 spots	2 spots
Production	4,000 €	3,000 €	3,500 €/week (5 sequences per week)	1,500 €	2,000 €
Bundle rate 6,000 €					

all rates plus VAT. Agency commission is granted



# Podcasts



			 video format Apfeltalk		
Frequency of publication	monthly	every Thursday	every Monday & Friday	every 14 days on wednesday	1-2 monthly
Retrievals in the first 4 weeks	10,000	20,000	8,000	3,000	ca, 3,000
Length of the sequence	approx. 30 min.	90-120 min	45 min.	20 min.	60 – 90 min.
Length Integration	approx. 15 sec.	approx. 30 sec.	approx. 1 min.	approx. 30 sec.	30 sec.
Integration	2 spots	2 spots	Native	2 spots	2 spots
Production	1,500 €	2,500 €	1,500 €	2,500 €	1,500 €
Bundle rate 3,000 €					

all rates plus VAT. Agency commission is granted



# Podcast special



Erscheinungsweise	every 14 days on wednesday
Length of the sequence	ca. 25 Minuten
Integration	Interviewpartner
Mention in the podcast descriptions	yes
Advertising opportunities:	<ul style="list-style-type: none"><li>• An employee of your company will be the interview guest of the podcast; the questions are agreed in advance</li><li>• Suggested topics:<ul style="list-style-type: none"><li>- General questions and suggestions about digitization</li><li>- Technology trends</li><li>- Hype topics broken down into actionable strategies</li></ul></li><li>• Sponsor reference in the podcast descriptions on all platforms incl. link and short company description</li><li>• Exclusivity as sole sponsor of an episode!</li></ul>
Rate per episode	5,900 €

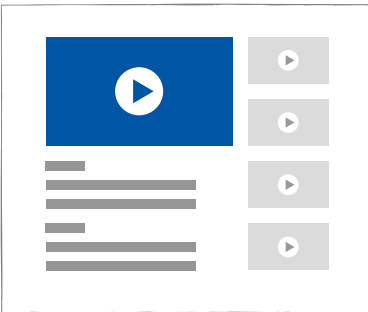
all rates plus VAT. Agency commission possible



# Videos

### PreRoll Ad

placed directly before high-quality editorial videos



Placement	heise.de	heise.de	    <b>Make: Mac&amp;i</b> 
Reach	750,000 AI per month	10,000,000 AI per month	
File size	max. 2 MB	max. 2 MB	
Length	15 sec (unskipable) / 30 sec (skipable)	15 sec (unskipable) / 30 sec (unskipable)	
Formats	mp4 · avi · mov · VAST · VPAID	mp4 · avi · mov · VAST · VPAID	
CPM	€ 49	€ 49	

### OutStream

placed within editorial content



Frequency of publication	every Friday		
Retrievals in the first 4 weeks	10,000		
Episode length:	7-15 minutes		
Subscribers	23,500		
Playout channels::	Youtube channel c't 3003		
Advertising options:	<b>Package S:</b> Native integration with briefing, up to 30 seconds at the beginning, plus sponsor notes. (Explicit recommendation max. 15 sec.)	<b>Package M:</b> Native inclusion + product SHOW and briefly outlined (even if only in the background) with briefing, 45 seconds at the beginning, plus sponsor notes.	<b>Package L:</b> individual set-up, briefing with Keno
Production	2,500 €	5,500 €	on request

all rates plus VAT. Agency commission is granted



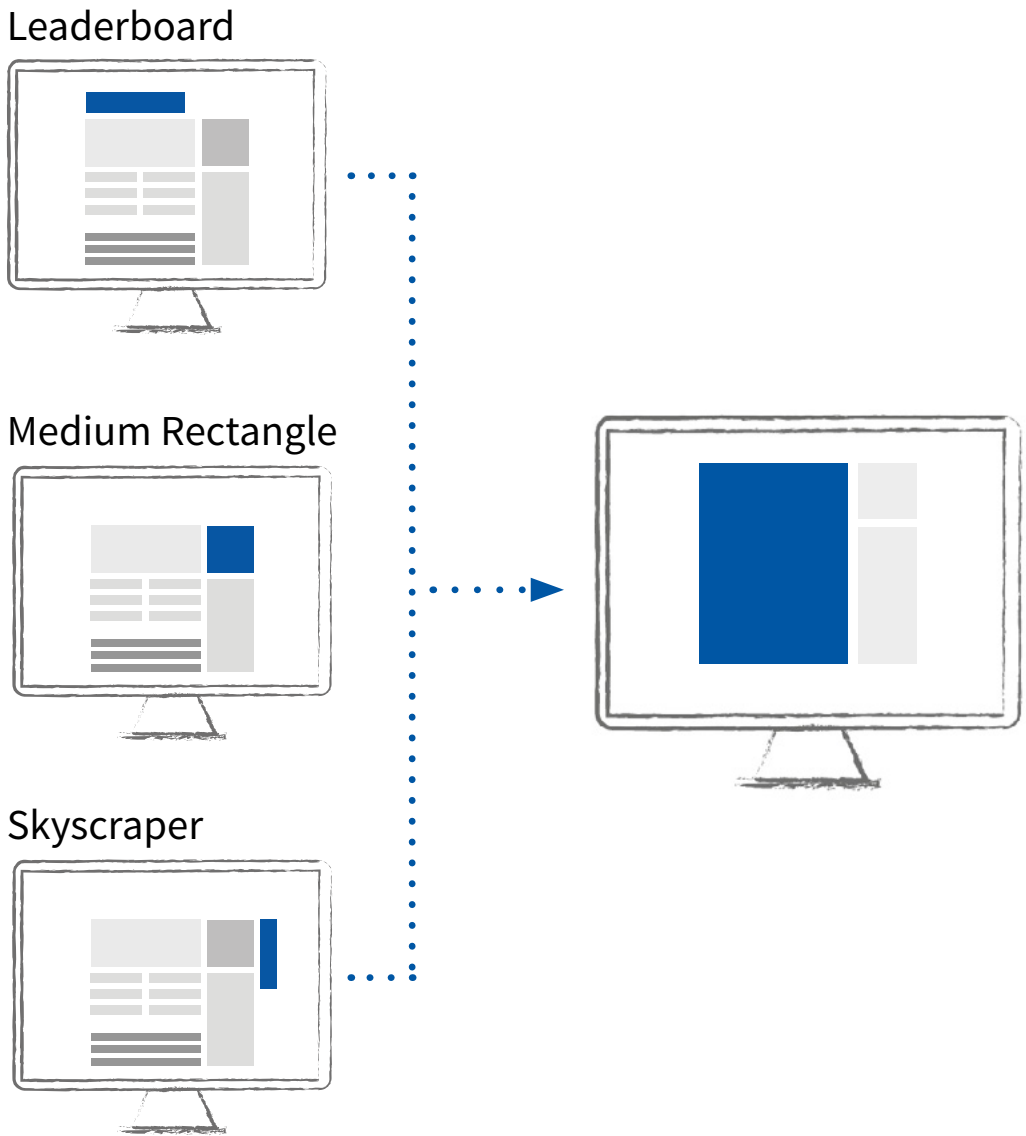
# Contentmarketing

ONLINE ADVERTORIAL	13
NATIVE ARTICLE	14
CONTENT HUB S/M/L /XL	15



# Online Advertorial

	Advertorial heise online	Advertorial Audience	Advertorial heise Download
Placement	heise online	heise online Audience*	heise Download
Duration	4 weeks	4 weeks	permanent
Guaranteed calls	at least 2,000	1,500	at least 1,000/ 4 weeks
Layout	✓	✓	✓
Programming	✓	✓	✓
Promotion	✓	✓	- Multiple teaser promotion on heise online (heise.de) - Mention in the monthly newsletter of heise Download („Software Flash“)
SEO - Relevance	✓	✓	✓
co-branded Ads	✓	✓	✓
Textlink	✓	✓	✓
Rate	8,900 € minus agency commission if applicable	9,675 € minus agency commission if applicable	4,500 € minus agency commission if applicable



**Note:** Content creation possible on request

all rates plus VAT. Agency commission is granted

\*Co-branded ads can be played in the following audiences :

IT Decision Maker, Server, Cloud, Security, Recruiting, Developer, Consumer



# Native Article

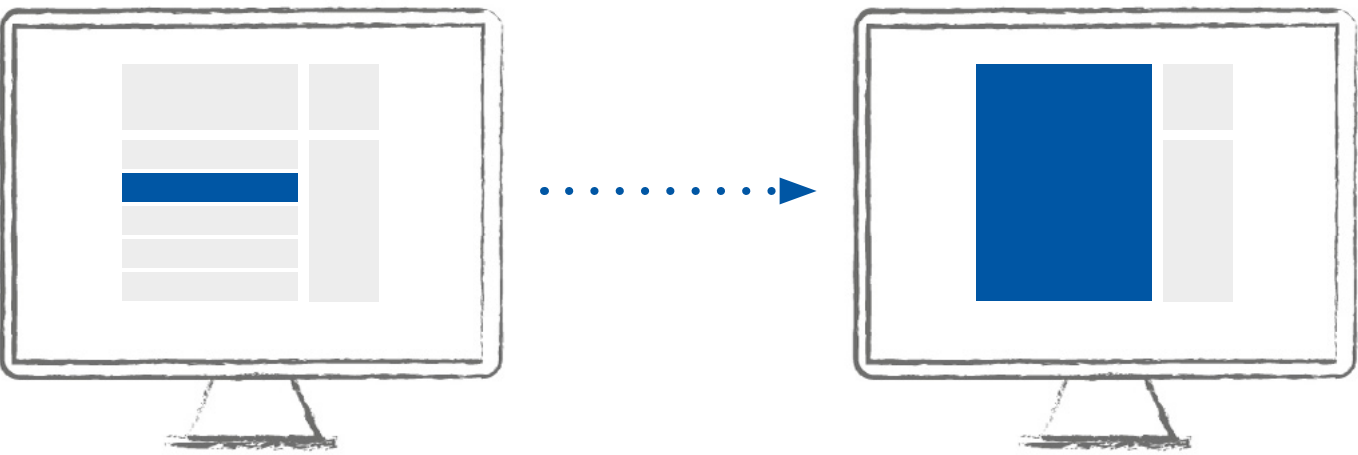
	Small	Medium	Large
Duration	1 week	2 week	3 weeks
Content Page	1	2	at least 3
Guaranteed calls	1,000	2,500	5,000
Content creation	✓	✓	✓
Layout	✓	✓	✓
Promotion (Native Teaser)	✓	✓	✓
Programming	✓	✓	✓
SEO - Relevance	✓	✓	✓
Rate	6,900 €	10,900 €	19,900 €
in combination with a standalone newsletter*	-	19,810 €	28,810 €

\*to one of the following target groups:  
IT Decision Maker, Cloud, Industry, Business, Security (approx. 22,000 contacts each).  
The standalone newsletter is created by us and directs target group-specific traffic to the native article.

all rates plus VAT. Agency commission is granted

## Example

Advertisement in the Newsfeed





# Content Hub

	Content Hub S	Content Hub M	Content Hub L Content Hub - Audience	Content Hub XL Content Hub - Leads
Articles from HBS	no	6	6	6
Duration	3 months	3 months	3 months	6 months
View guarantee	15,000 Views	21,000 Views	individually according to target group size Example IT-Desicion Maker: 22,000 contacts	not applicable
Audience	heise online Total	heise online Total	individually according to target group size Example IT-Desicion Maker: 22,000 contacts	individual
Content from customer	at least 5 Assets	at least 5 Assets	at least 5 Assets	at least 5 Assets
Lead time	6 weeks	6 weeks	6 weeks	8 weeks
Project management HBS	yes	yes	yes	yes
Lead guarantee	no	no	no	yes
Quantity	no indication	no indication	no	350-450 (depending on target group)
Filter	no	no	yes (Industry, number of employees and function)	yes (Industry, number of employees and function)
Layout/Programming	yes	yes	yes	yes
Integration of image galleries, videos, studies, whitepapers	no	yes	yes	yes
SEO-Relevance	no	yes	yes	yes
Promotion heise online	yes	yes	yes, incl. link in Top Navi and in Top Topics	yes, incl. link in Top Navi and in the Top Topics Brandworld teaser
Standalone mailings	no	no	yes	yes
Reporting	yes	yes	Live-Dashboard incl. B2B audience report	Live-Dashboard incl. B2B Lead report
Rate	from 49,500 €	from 78,300 €	from 99,900 €	from 190,900 €

all rates plus VAT. Agency commission is granted



# LeadGen

WHITEPAPER	17
eBOOK	18
WEBCAST	19
CONTENT HUB XL	20



# Whitepaper

ABM leads  
are available  
individually –  
on request

Cost per Lead (CPL)

Standard Lead

Filter and options

✓ First and last name	<b>Company size</b>	
✓ eMail address (private/company internal)	Company size 50+	€ 15
✓ Job title (Pupils, apprentices, students, unemployed & pensioners are filtered out free of charge)	Company size 100+	€ 20
	Company size 250+	€ 25
	Company size 500+	€ 30
	Company size 1000+	€ 45
✓ Name of the company (before campaign start exclusion of max. 10 companies possible, free of charge)	<b>business division:</b>	
	IT only	€ 15
	Non-IT only	€ 15
✓ Company size	<b>Industry</b>	
✓ Division	no consultants	€ 15
✓ Branch	no authorities	€ 15
✓ Postcode & Country	no VARs/resellers	€ 15
✓ Phone number	<b>Job title:</b>	
	ITDM only (incl. IT experts)	€ 15
	Manager only (incl. C-level)	€ 45
	<b>Country</b>	
	only Germany	€ 15
	<b>Questions</b>	
	one additional question, all answers count	€ 15

€ 70



Content-Creation incl. Lead-Gen

<b>Package S</b>	
• € 4.600 Content-Creation	
• 20 Standard-Leads á € 100	€ 6.600
<b>Package M</b>	
• € 4.600 Content Creation	
• 40 Standard Leads á € 100	€ 8.600
<b>Package L</b>	
• € 4.600 Content Creation	
• 60 Standard Leads á € 100	€ 10.600

all rates plus VAT. Agency commission is granted



# eBook

	S	M	L
Format	PDF only	Interactive PDF (Links, Podcast, Videos)	Interactive PDF (Links, Podcast, Videos)
Articles from HBS	3	4	4
Pages	12	15	15
Content from customer	1	2	2
Lead time	6 weeks	6 weeks	6 weeks
Project management HBS	yes	yes	yes
Lead guarantee	no	yes	yes
Quantity	all generated leads	40	60
Filter	no	no	yes (Industry, number of employees and function)
Promotion heise online	yes	yes	yes
Duration	2 months	3 months	3 months
Reporting	yes	yes	yes
Rate	9,900 €	12,900 €	16,900 €

all rates plus VAT. Agency commission is granted



# Webcasts

	S	M	L	XL
Format	Audio	Video	Video	Video
Production site	Remote	Remote	Studio or Remote	Studio or Remote
Number of speakers	max. 1	max. 2	max. 3	max. 3
Company speaker visible	no	yes	yes	yes
Length	45 minutes	60 minutes	60 minutes	60 minutes
Moderation HBS	yes	yes	yes	yes
Lead guarantee	no	yes	yes	yes
Quantity	all generated leads	85	100 or 150	150
Desktop Sharing	yes	yes	yes	yes
Filter	no	no	no	yes (Industry, number of employees and function)
Promotion heise online	yes	yes	yes	yes
Surveys	no	yes	yes	yes
Participant questions	yes	yes	yes	yes
On-demand promotion	no	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)
Reporting	PDF-Report	PDF-Report	PDF-Report	PDF-Report
Rate	from 9,900 €	from 14,900 €	from 18,900 € <i>(100 Leads)</i> from 26,900 € <i>(150 Leads)</i>	from 30,900 €

all rates plus VAT. Agency commission is granted



# Content Hub XL

**Content Hub XL**  
Content Hub - Leads

Articles from HBS	6
Duration	6 months
View guarantee	not applicable
Audience	individual
Content from customer	at least 5 Assets
Lead time	8 weeks
Project management HBS	yes
Lead guarantee	yes
Quantity	350-450 (depending on target group)
Filter	yes (Industry, number of employees and function)
Layout/Programming	yes
Integration of image galleries, videos, studies, whitepapers	yes
SEO-Relevance	yes
Promotion heise online	yes, incl. link in Top Navi and in the Top Topics Brandworld teaser
Standalone mailings	yes
Reporting	Live-Dashboard incl. B2B Lead report
Rate	<b>190,900 €</b> CpL: 477.25 €

all rates plus VAT. Agency commission is granted



# Traffic Push

NATIVE POST	22
USAD	22
SOCIAL MEDIA	23
EVENT PUSH	24



# Native Post / usAd

## Gesponserter Link

## Native Post

Logo 360x220 px

- Reach and credibility of the heart of heise online - the news ticker - is used
- Native advertising formats tend to be more click-rich than classic display advertising
- Generation of traffic for your own landing page, linked to a content topic
- Tailored communication with a high-quality B2B readership



### Homepage inkl. Newsticker

duration approx. 3 weeks

5,592 €

CPC

6.99 €

not discountable

at least 800 Clicks

**Rotation** (iX, heise Developer, heise Security, Telepolis, c't, c't Fotografie, Make und Mac&i)

CPC

5.99 €

at least 800 Clicks

## Unblockable Super Ad

## Medium Rectangle

300x250 px

- On the acceptable ad list of Ad Block Plus
- Static 300x250px is not blocked by default and also reaches users with activated Ad Blocker
- Requires control via the editorial CMS, so the clicks cannot be delivered evenly over the campaign period and the clicks may be reached (long) before the end of the campaign.
- The campaign is fulfilled as soon as the number of clicks has been delivered. As a special form of advertising, the usAd cannot be tracked using standard tools (such as Google Analytics). Therefore, there may be significant counting differences. Heise reporting is authoritative for billing.



### Homepage

CPC

€ 5.99

not discountable

at least 1,000 Clicks

**Rotation** (iX, heise Developer, heise Security, Telepolis, c't, c't Fotografie, Make und Mac&i)

CPC

€ 4.99

at least 1,000 Clicks

all rates plus VAT. Agency commission is granted



# Social Media



- Your advertisement will only be played in the heise online audience. That means users who actively follow heise online on Facebook and Instagram.
- **Advantage:** You can reach the heise online user in a private usage situation and thus set a new touchpoint within the customer journey

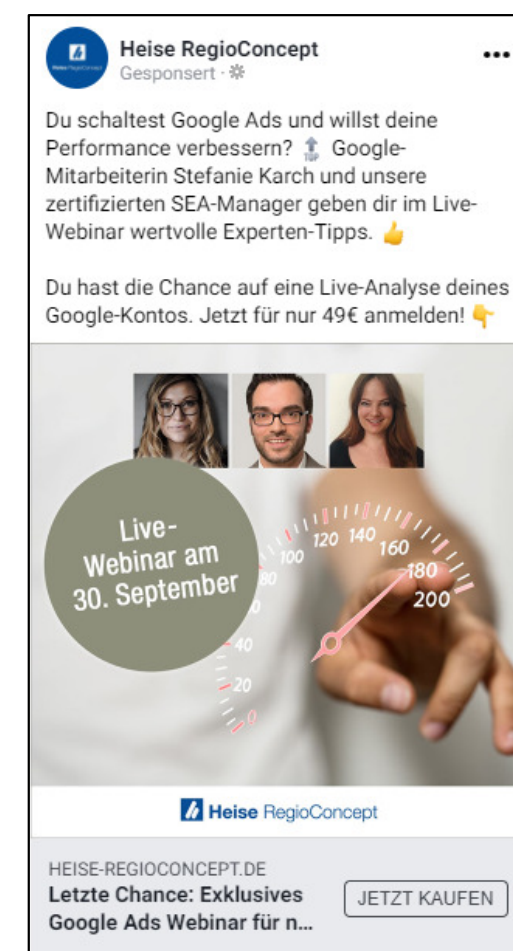
Package 1		
Duration: 2 weeks		
Clicks: 500		1,990 €
Package 2		
Duration: 4 weeks		
Clicks: 1,000		3,990 €
Package 3		
Duration: 6 weeks		
Clicks: 2,000		6,990 €

## Tech Specs

### Image display



### Image display





### Carroussel Ad



Image dimensions: 1200 x 1200 px  
Heading 40 characters, Description 125 characters

all rates plus VAT. Agency commission is granted

# Event Push

Topic Cluster	Package S	Package L
(IT) Decision Maker Developer Security Cloud	Medium Rectangle (Rotation in a topic-related environment): approx. 100.000 AIs 	Billboard/Half Page Ad (Rotation in a topic-related environment): approx.75.000 AIs 
	usAd Rotation: 250 Clicks	UsAd Rotation: 500 Clicks
	Social Media: 250 Clicks	Social Media: 500 Clicks
	Newsletter with an affinity for the topic (Medium Rectangle): 1 week	Newsletter with an affinity for the topic (Sponsoring Leaderboard + Medium Rectangle)
		Podcast „kurz informiert“ (Spot)
	5,900 €	9,900 €

The linking may only be made to the landing page of the event. Links to products, store pages or other landing pages are excluded from this promotion.

all rates plus VAT. Agency commission is granted



# Sales Push

SALES AD	26
DOWNLOAD ADS	27



# SalesAd



USP

- Creation of a sales push advertorial including text, pictures and (affiliate-) links by our TechStage team
- Promotion through co-branded ads on the heise consumer and entertainment rotation
- max. 15-20 products
- Integration of the TechStage widget linked to the price com-parison portal
- Editorial briefing possible by arrangement
- One correction loop

IMPORTANT:

There must be an added value for the user (cou-pon, high discount, raffle,...)

Packages

	Package S	Package M	Package L
Views	500	1,000	2,000
Duration	1 - 2 weeks	4 weeks	6 weeks
Rate	2,500 €	4,000 €	6,000 €

Lead time max. 14 working days





www.techstage.de

all rates plus VAT. Agency commission is granted



# Download Ads

Sponsored Link Target: Downloads		Maxi Ad Target: Performance	
Contents	<b>USP:</b> <ul style="list-style-type: none"><li>• Prominent presentation of your software in the respective category</li></ul>	USP:	<ul style="list-style-type: none"><li>• Advertising material with high viewability, which appears during the download process.</li></ul>
Placement	heise Download	heise Download	
Promotion/Integration	<ul style="list-style-type: none"><li>• Placement on the home page en-sures high visibility</li><li>• Editorial look and feel</li></ul>	<ul style="list-style-type: none"><li>• Placement: run of heise Download</li><li>• No mandatory reference to the software necessary</li></ul>	
Screenshot			
Views/Clicks	at least 1,000 Klicks	at least 1,000 Klicks	
Duration	until reaching the clicks	until reaching the clicks	
Rate	1.50 € per Click	2.90 € per Click	




Lead time max. 14 working days, no further discounts, all rates plus VAT, agency commission is granted.

# Employer Branding

EMPLOYER BRANDING PACKAGES	29
HEISE JOBS	30



# Employer Branding

	Package S	Package M	Package L
Branding/Display	<div>Ad Bundle</div> <div>LeaderboardSkyscraperMedium Rectangle</div> <div></div> <div>AGOF IT News &amp; Business Rotation*, CPM 49 €; 250,000 AdImps</div>	<div>Ad Bundle</div> <div>LeaderboardSkyscraperMedium Rectangle</div> <div></div> <div>AGOF IT News &amp; Business Rotation*, CPM 49 €; 500,000 AdImps</div>	<div>Ad Bundle</div> <div>Half Page AdBillboard</div> <div></div> <div>AGOF IT News &amp; Business Rotation*, CPM 89 €; 500,000 AdImps</div>
Podcast	Heise Show: 1x	c't uplink: 1x	kurzinformiert: 5x
Newsletter Daily	-	-	Medium Rectangle, 1 week
Online Advertorial	-	-	2,000 guaranteed views, 4 weeks
Job advertisement Professional	2 (each 710 €)	4 (each 710 €)	6 (each 710 €), alternative offer: 2 job advertisements Professional and Participation in an „IT-Jobtag“
Rate	5,990 €	10,990 €	24,990 €

\*Delivery via a.o.: News Business (=in corresponding relevant news from the heise homepage) - News Trade - iX - c't - News Security - News Technology & Research - News Hardware - Technology Review - News Server & Storage

all rates plus VAT. Agency commission is granted

# Job advertisements @ heise Jobs

**Job advertisements Classic**  
undesigned job advertisement in standard layout

Run-time 30 Days	699 €
further 30 Days	400 €

**Job advertisements  
for training places/internships**

Run-time 30 Days	99 €
------------------	------

**Job advertisements Professional**  
designed job advertisement in HTML format

Run-time 30 Days	799 €
further 30 Days	500 €
Design of your advertisement according to your specifications	90 €
each additional ad in the same layout <a href="https://jobs.heise.de/">https://jobs.heise.de/</a>	50 €

**Our extra products**

Logo box in the Top-Jobs	89 €
Widget Push at heise online	149 €
Widget Push in the heise online newsletter	99 €

**Stellenanzeigen Premium**  
designed job advertisement in HTML format  
incl. ad optimization and traffic push

Run-time 30 Days	999 €
further 30 Days	600 €
Design of your advertisement according to your specifications	90 €
each additional ad in the same layout <a href="https://jobs.heise.de/">https://jobs.heise.de/</a>	50 €

all rates plus VAT. Agency commission is granted



# Community

LIVE CHAT  
USERTEST

32  
33

# Live Chat

Benefits:

- Prominent presence on the start homepage of heise online  
-> approx. 200,000 AdImps
- Consultation on the choice of topic in advance with colleagues from heise Business Service
- exchange with your target group.
- the live chat (duration: approx. 1h) is announced in advance via a landing page
- during the live chat you can refer to a ULR or contact address
- extensive promotion through co-branded ads in the run-up to the chat
- after the live chat, the transcript of the chat can be accessed via the landing page
- complete handling incl. moderation by heise Business Service

25,000 €

Landingpages of the Live Chats



Placement of the advertising form HalfpageAd with the announcement of the live chat on the heise online start homepage



Live chat live on the heise online start homepage



all rates plus VAT. Agency commission is granted



# Utest

Selected users deal intensively with the product in a test lasting several weeks and then share their experiences.

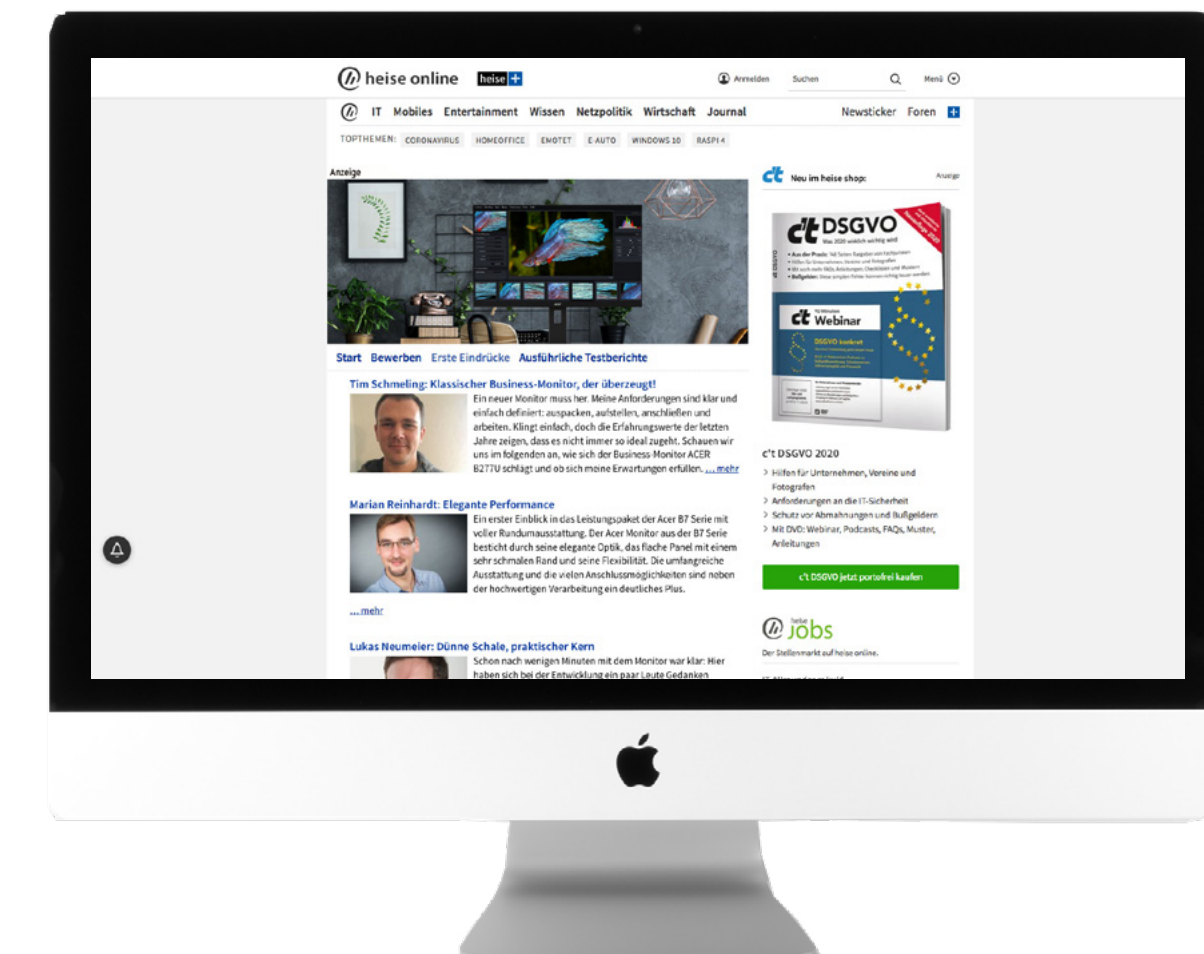
The content generated in this way is highly credible and subsequently usable.

- Added value for users
- Gladly with docted raffle
- High credibility (users test for users)
- Test results are available as content
- High visibility, own site on heise online
- Complete handling by Heise
- Interactive solution off the beaten track

## Possible procedure

- Customer provides equipment & offers prize
- Promotion in relevant channels on heise online
- Social media component (application video) possible to create additional attention here
- Sifting of applicants & selection of testers
- Dispatch of the devices by Heise Business Services
- Follow-up by Heise Business Services
- Editing and publishing of the test results on heise online
- Selection of the winner(s)
- Further promotion draws attention to test results

from 12,000 €





# Target group targeting

STAND-ALONE-NEWSLETTER	35
DISPLAY FIRST PARTY, 3RD PARTY	36
CONTENT HUB L	37
ONLINE ADVERTORIAL AUDIENCE	<i>see page 13</i>
ACCOUNT BASED MARKETING	<i>see page 17</i>



# Stand-Alone-Newsletter

## TARGET GROUP PACKAGES

IT decision Maker	Package S	Package M	Package L
Contacts	22,000	39,800	57,000
Rate	9,900 €	17,910 €	25,650 €

Industry	Package S	Package M	Package L
Contacts	22,000	35,000	49,000
Rate	9,900 €	15,750 €	22,050 €

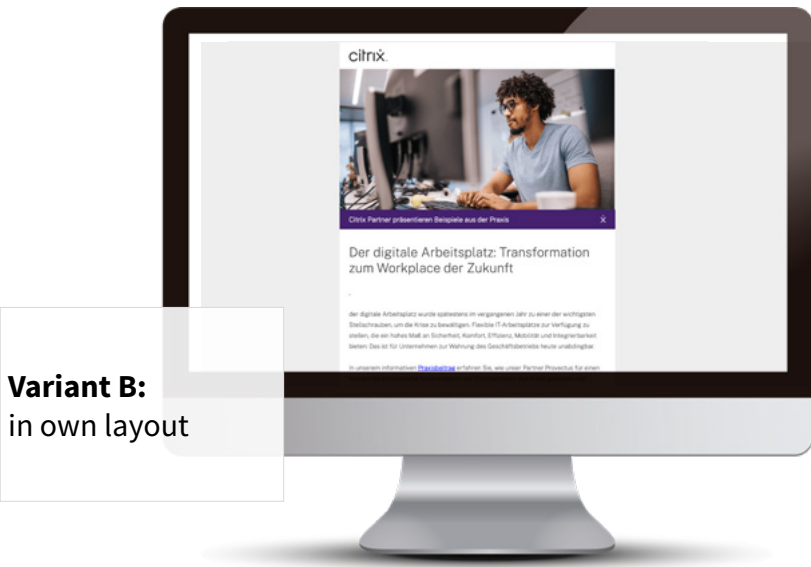
**Minimum booking volume:** 9,900 Euro, only agency commission applicable  
ALL technical costs are already included

\* Package L always corresponds to the total target group

Cloud	Package S	Package M	Package L
Contacts	22,000	27,000	30,000
Rate	9,900 €	12,150 €	13,500 €

Business	Package S	Package M	Package L
Contacts	22,000	60,800	230,000
Rate	9,900 €	27,000 €	103,500 €

Security	Package S	Package M	Package L
Contacts	22,000	-	-
Rate	9,900 €	-	-





# Display First Party, 3rd Party

## First Party

We determine the segment based on the surfing behavior of the individual user on heise online. If the request for the segment matches the user's surfing behavior, the user is marked using a first-party cookie.

Under certain circumstances, a user may be included in the segment based on his or her surfing behavior, even though he or she is not part of the actual target group.

This is due solely to his surfing behavior of the pages called up (only heise online). In this case, the user is nevertheless part of the segment and is also addressed afterwards. The segmentation is not based on log-in data.

see [DisplayAds](#)

## 3rd Party

Google Audiences:

Target groups of segments or users with certain interests, intentions, and demographic characteristics identified by Google and external providers. Your ads are then played out to users who are most likely to be interested in the selected categories.

Particularly relevant here are IT interests and positions, among others.



# Content Hub L

Content Hub L  
Content Hub - Audience

Articles from HBS	6
Duration	3 months
View guarantee	individually according to target group size Example IT-Desicion Maker: 22,000 contacts
Audience	individually according to target group size Example IT-Desicion Maker: 22,000 contacts
Content from customer	at least 5 Assets
Lead time	6 weeks
Project management HBS	yes
Lead guarantee	no
Quantity	no
Filter	yes (Industry, number of employees and function)
Layout/Programming	yes
Integration of image galleries, videos, studies, whitepapers	yes
SEO-Relevance	yes
Promotion heise online	yes, incl. link in Top Navi and in Top Topics
Standalone mailings	yes
Reporting	Live-Dashboard incl. B2B audience report
Rate	99,900 € CpC: 4.54 €

alle Preise zzgl. MwSt.



# Scale of discount

Gross volume	from € 8,000	from € 12,000	from € 25,000	from € 40,000	from € 55,000	from € 80,000	from € 120,000	from € 150,000	from € 1 80,000	from € 250,000	from € 300,000
Discount	3%	5%	8%	10%	13%	15%	18%	21%	25%	30%	33%

all rates plus VAT. Agency commission is granted



# Your Contact

## The Team

**Bastian Laudien**

**Sales Director Digital**

phone: +49 511 53 52 743

[bastian.laudien@heise.de](mailto:bastian.laudien@heise.de)

USA & Canada Advertising Sales Office

**Ralph Lockwood**

phone: +1 408 879-6666

[ralph.lockwood@husonmedia.com](mailto:ralph.lockwood@husonmedia.com)

**Huson International Media**

**UNITED STATES**

[www.husonmedia.com](http://www.husonmedia.com)

UK Adverting Sales Office

**Emmanuel Bloh**

phone: + 44-20-7611-1900

[emmanuel@mercury-publicity.com](mailto:emmanuel@mercury-publicity.com)

**MERCURYPUBLICITY**

**UK**

[www.mercury-publicity.com](http://www.mercury-publicity.com)

Asian Adverting Sales Office

**Mei Chang**

phone: +886-2-2882-5577

[mei@mediagate.com.tw](mailto:mei@mediagate.com.tw)

**Media Gate Group Cp., Ltd.**

**TAIWAN**

[www.mediagate.com.tw](http://www.mediagate.com.tw)