

@heise online

it sa EXPO
CONGRESS

it's a
special offer...

HOME OF IT SECURITY

25-27 October 2022

Visit us at the it-sa,
in hall 7, booth 153

Leaderboard (1104 x 90 px) supplied by you

Contact the experts from IT and security!



OUR OFFER

- U-Wallpaper in rotation on heise.de, with focus on security, to convince our users to visit your booth.
- The left skyscraper of the U-Wallpaper is provided by us and can be customized in color to match your corporate design.
- PROMOTION PERIOD: 26 Sept - 27 Oct, 2022

Variant A*: 4,500 €

250.000 AI; 18€ TKP, two weeks runtime

Variant B*: 8,000 €

500.000 AI; 16€ TKP, two weeks runtime



PREMIUM OFFER

For those who would like to invite more specifically, we recommend this package:

1x Stand Alone Newsletter

Target group security (22,000 contacts) one day dispatch date, must be defined

+

usAd (heise online Homepage + Rotation) with 500 guaranteed clicks, 3 weeks runtime

+

1 week social media ads with 500 guaranteed clicks (Facebook + Instagram), 1 week runtime

Package rate*: 13,500 €

heise online offers you a high-quality and thematically coherent advertising environment for your online campaigns. This allows you to reach your target groups accurately and strengthen your brand identity at the same time.

heise online Facts



99% men



ø 51 years



4,000 € HH net income

Pls: 202,224,250
Visits: 44,281,427
UniqueUser: 7,793,000

- 20% work in the ICT sector, 14% in services
- 53% work in companies with 100 or more employees
- Sole/co-decision maker in the company (B2B) 77%
- 70% are opinion leaders / multipliers*

Sources: AGOF digital facts 2021-Nov, IVW May 2022, LAE 2022, *heise online user survey 2020

Your contact to the heise online team:

E-mail: digisales@heise.de

Phone: +49 [0] 511 5352-743

Skyscraper right (max. 120 x 800 px) supplied by you