




Download Ads

heise Download – Download software, apps and games safely

With 3,988,834 page impressions per month* and around 752,000 unique users*, heise Download is one of the widest-reaching download portals in Germany. In our campaign portfolio, you will find a wide variety of formats, each with different performance features, that help you to optimally promote your products or your company.

*Source: IWW / agof daily digital facts November 2021

	Sponsored Link Target: Downloads	Maxi Ad Target: Performance	Review / Test Target: Performance
Contents	USP: <ul style="list-style-type: none"> • Prominent presentation of your software in the respective category 	USP: <ul style="list-style-type: none"> • Advertising material with high viewability, which displays during the download process. 	USP: <ul style="list-style-type: none"> • Permanently published, SEO-optimized and editorially independent test report with Illustration
Placement	heise Download	heise Download	heise Download
Promotion/ Integration	<ul style="list-style-type: none"> • Placement on the home page ensures high visibility • Editorial look and feel 	<ul style="list-style-type: none"> • Placement: run of heise Download • No mandatory reference to the software necessary 	<ul style="list-style-type: none"> • Multiple teaser promotion on heise online (heise.de) • Promotion on the homepage of heise Download (for at least 1 week) • Length: at least 7,000 words • We need: Test access (unlimited functionality), optional media package with information about the product, screenshots, boxshots, product information
Screenshot/ example link			
Views/clicks	at least 1,000 clicks	at least 1,000 clicks	-
Run time	until reaching the clicks	until reaching the clicks	permanent
Rate	€ 1.50 per click	€ 2.90 per click	€ 5,500

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