The podcast from golem.de

In the podcast „BESSER WISSEN“, one main topic from IT or tech is taken up per episode and examined from different perspectives. For example, from the personal perspective of the editors, who focus on historical and possibly lesser-known aspects and contribute their own experiences. Or in conversation with experts, who provide recommendations for action and useful tips for daily work. Specialist editors provide information on the latest developments in their field. The podcast should inform and entertain at the same time. Usually 2-3 editors are in dialogue, guests are sometimes present - depending on the topic. The atmosphere is relaxed, not necessarily following a script. With „BESSER WISSEN“, the audience gains practical, theoretical and historical knowledge that they can use themselves and pass on.

**Podcast format:**
- Audio format
- Length of the episodes: approx. 40 - 60 minutes
- Publication: Mondays, around 10.30 a.m.

**TechSpecs:**
- Spot content as continuous text for the production of the spot by a trained speaker.
- Fill out briefing template with the most relevant info for the presenters.
- Text for sponsor hint (approx. 3 lines incl. target URL)
- Reporting of call-offs is currently not possible

**Subscribers:**
- 3,700

**Playout channels:**
- on golem.de
- subscribable via RSS feed
- Apple Podcast, Spotify, Google Podcasts, Deezer

**Advertising opportunities:**
- Integration: Spot, 30 seconds, integrated at the beginning of the podcast, produced by Heise with trained speaker
- Sponsor reference in the podcast descriptions on all platforms incl. link and short company description
- Exclusivity: sole sponsor of an episode!

### Rates

**golem.de**

<table>
<thead>
<tr>
<th>Description</th>
<th>Sponsoring</th>
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</thead>
<tbody>
<tr>
<td><strong>Integration</strong></td>
<td>2 spots</td>
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<tr>
<td><strong>Length</strong></td>
<td>30 seconds each</td>
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<td><strong>Mention in the podcast descriptions</strong></td>
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<tr>
<td><strong>Rate per episode</strong></td>
<td>1,500 EUR (Agency commission possible)</td>
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* the podcast episodes remain callable with advertising format in the respective channels until further notice

**Target Group**

Technology- and IT-savvy listeners, nerds, for professionals and, depending on the topic, also suitable for non-professionals.

- **80%** are men
- **64%** are between 20 - 49 years
- **53%** have a high level of education
- **74%** are employed
- **53%** have a net household income of more than 3,000 EUR

Source: AGOF daily digital facts 2022-05