

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.
Or: 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!



[Link zum Podcast](#)

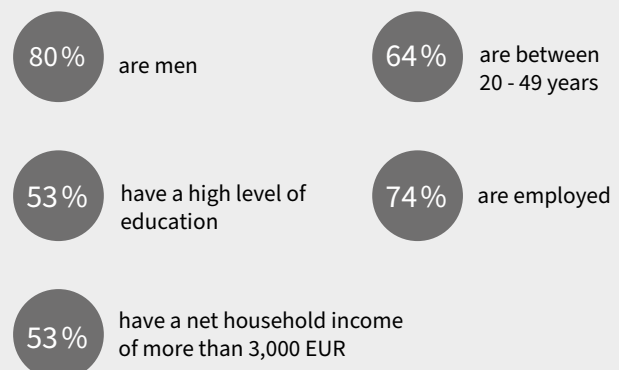
Rates

golem.de	Sponsoring
Integration	2 spots
Length	30 seconds each
Mention in the podcast descriptions	✓
Rate per episode (Agency commission possible)	1,500 EUR

* 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.



Source: AGOF daily digital facts 2022-05