

# Podcasts

## Our ITDM Roadblock

Podcasts are enjoying increasing popularity. More and more users are using the audio format to find out about topics or news. Use our podcast offer - you address the target group of IT professionals, IT decision-makers and the C-level with pinpoint accuracy.

### One strike - three hits:

With the ITDM Roadblock, you become the exclusive sponsor of 3 podcast shows with just one booking!



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over 100,000 views in  
the first 4 weeks

9 spots / week

€ 1,000  
saved rate

## Bundle rate € 8,500

(not discountable, only agency discount applicable)

### We need from you:

#### Spot content as continuous text

*For the production of the spot by a trained speaker*

- **Text for the sponsor link** (link + short company description)  
*Will be integrated in the podcast descriptions on all platforms*
- **Release**  
**IMPORTANT:** The spots can be released before the integration. There is a release loop.

### Our Feedback to you:

**Reporting of the calls** will follow 4 weeks after the broadcast of the episode

[Do you already know our explanatory video?](#)

Please contact us: E-mail: [sales@heise.de](mailto:sales@heise.de) | Phone: +49 [0] 511 5352-743