

Heise

IT-Recruiting 2023

Don't fish
in the dark.



FOREWORD

Get the fattest fish on the hook!

Top employees are worth their weight in gold. Professionals from IT/telecommunications even more so. If you want to get your company through these turbulent times successfully, you need IT experts and motivated, highly trained IT employees. With know-how and expert knowledge, you as a company can avoid pitfalls and even succeed in daring maneuvers.

We may not be able to bring your desired applicant by for an interview in person, but we can provide you with professional tips for successful deep-sea fishing. After all, you want to make a good catch!

On the next few pages, we will tell you which medium you can use to target IT professionals and experts.

Good luck with your personnel search!

Your Heise Media Team

 heise online  heise **Jobs**

ONLINE

 heise **Jobs**
— IT KOMPAKT —  heise **Jobs**
— IT TAG —

EVENTS

 **magazin für
computer
technik**

 **MAGAZIN FÜR
PROFESSIONELLE IT**

IT & Karriere
Sonderbeilage von Heise Medien

Themenbeilage
**We Are
Developers!**

PRINT

heise online EMPLOYER BRANDING



Successfully attract IT experts across all channels




The rapidly changing labor market presents employers and employees with new challenges. How can I find a new job or an entry-level position in this phase? How can I attract qualified employees to my company?

We can help you with this and have put together multichannel packages for you to exploit all the possibilities.

Persona B2B decision maker

- 48 years old on average
- 91% are highly educated (at least (technical) high school graduates)
- 78% are executives
- 20% work in the ICT industry
- 77% are ICT decision-makers
- 53% work in companies with more than 100 employees
- 70% are very/at least interested in the subject job & career
- 46% are not looking for jobs but are open to offers*

Sources: LAE 2022, *heise online user survey 2020 (n=1,168).

	Package S	Package M	Package L
Branding/Display	Wallpaper  individual target group targeting, 100,000 AdImps	Wallpaper  individual target group targeting, 250,000 AdImps	Wallpaper  individual target group targeting, 250,000 AdImps
Podcast	Podcast by choice (individual according to target group)	Podcast by choice (individual according to target group)	Podcast by choice (individual according to target group)
Native Post or usAD*	300 clicks	500 clicks	700 clicks
Online Advertorial	-	-	2,000 guaranteed views, 4 weeks
Job advertisements Professional	2 ads à € 799	4 ads à € 799	6 ads à € 799, alternative offer: 2 job advertisements „Professional“ and participation in one IT job day
Rate	€ 6,990	€ 11,990	€ 25,990

*according to availability

ONLINE

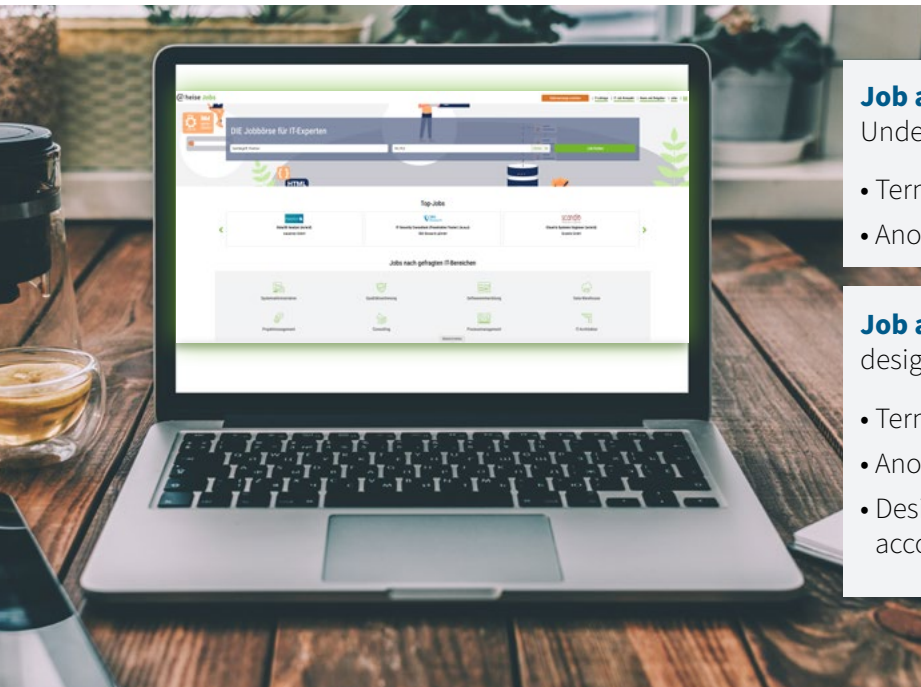
heise JOBS



heise Jobs is the IT job exchange under the umbrella of heise online. Here, companies looking for personnel have the opportunity to specifically address highly qualified specialists and executives from the IT industry as well as well-trained career starters in the areas of IT, telecommunications and e-business.

Our readership analyses confirm that heise online has a target group with a high proportion of specialists and executives from the IT industry, with high school education and a high affinity for the Internet.

With heise Jobs, the IT job exchange on heise online, you can quickly and directly reach first-class applicants for your open IT positions.



Job ads Classic

Undesigned job advertisement in standard design

- Term 30 days **€ 699**
- Another 30 days **€ 500**

Job ads Professional

designed job advertisement in HTML format

- Term 30 days **€ 799**
- Another 30 days **€ 600**
- Design of your advertisement according to your specifications **€ 90**

Job ads Premium

designed job ad in HTML format plus traffic push and ad optimization

- Term 30 days **€ 999**
- Another 30 days **€ 600**
- Design of your advertisement according to your specifications **€ 90**

Job ads for apprenticeships/ internships

- Term 30 days **€ 109**

ONLINE

heise JOBS IT-TAG

The successful IT Job Days will be merged with the STEM Job Days from 2023. This will give all exhibitors with a focus on IT and STEM an even greater opportunity to meet and inspire future employees, trainees and dual students.

This is what we offer you:

- Direct access to and discussions with ICT job seekers
- Information booth with high table and 2 stools / chairs and space for your info documents
- Extensive advertising of the event in the Heise media and via Jobware
- Mention of your company and company presentation in an advertising campaign on heise online and heise jobs
- Presentation of your company with logo and brief description on the registration page
- Promotion of the event through our excellent contacts with universities and colleges
- Catering, parking, WLAN, lab tour and much more included

Rate for our extensive service package:

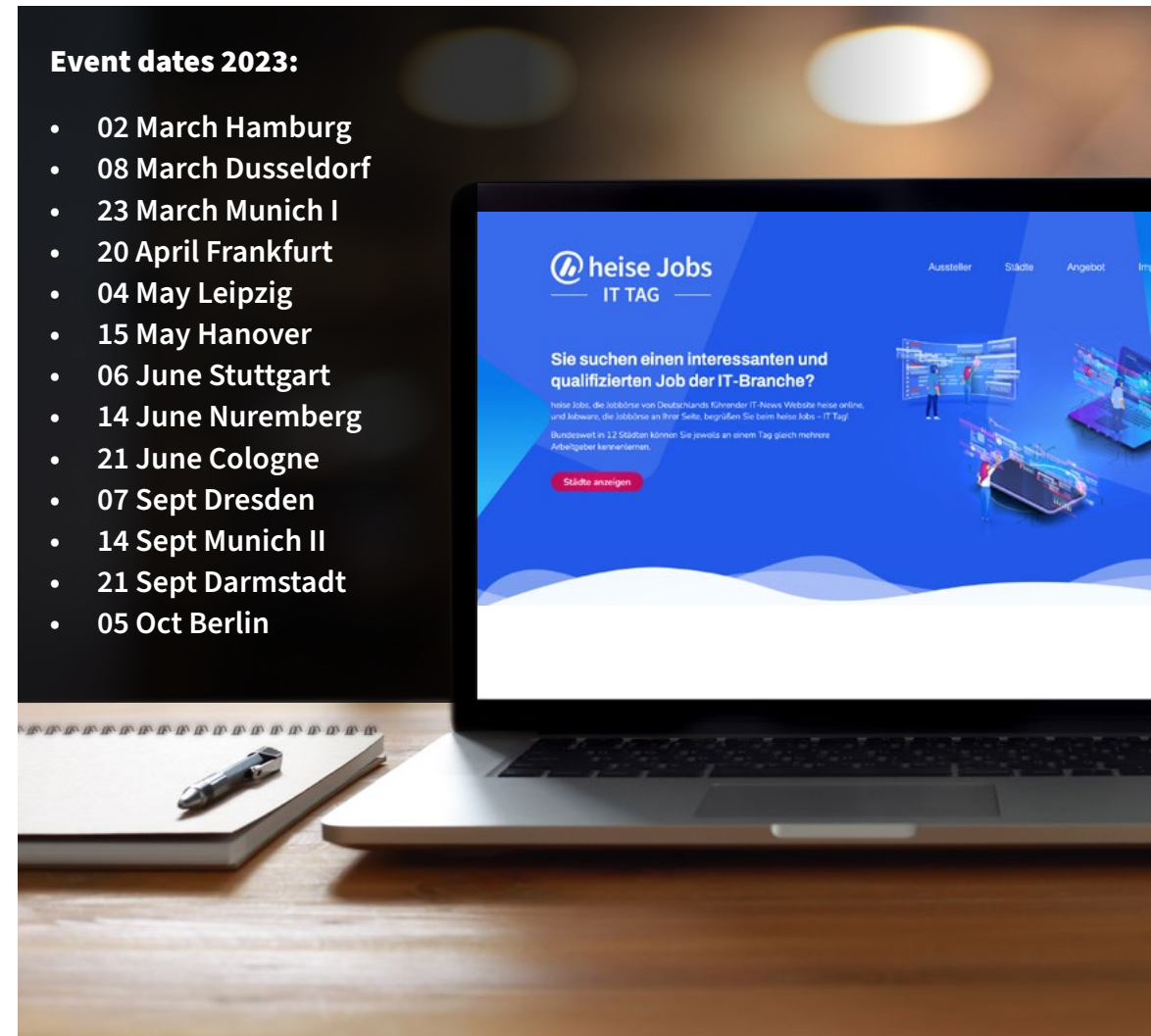
€ 3,900 plus VAT.

Lecture: € 250 plus VAT.



Event dates 2023:

- 02 March Hamburg
- 08 March Dusseldorf
- 23 March Munich I
- 20 April Frankfurt
- 04 May Leipzig
- 15 May Hanover
- 06 June Stuttgart
- 14 June Nuremberg
- 21 June Cologne
- 07 Sept Dresden
- 14 Sept Munich II
- 21 Sept Darmstadt
- 05 Oct Berlin



EVENTS

heise JOBS IT KOMPAKT

In 2021, we held the „heise Jobs IT KOMPAKT“ event for the first time. As a digital event in June and in October as the first face-to-face event at it-sa in Nuremberg.

In 2022, the event was held very successfully in presence at secIT, CSCG and gamescom, which is why we will expand the concept further and continue it in 2023.

Exhibitors are companies from various industries that are looking for personal support in the field of IT. The fairs are visited by job seekers with a focus on IT/digital. The companies present their vacancies, training and continuing education positions, and in-service degree programs. Presentations on the topics of working in IT, digitization, individual career paths, and company portraits round out the presentation.

A new addition is that we will offer all visitors a wide range of added values to make a visit to the event as attractive as possible.

Take advantage of the credibility of our brands (including c't, iX and heise online) and thus direct reader access to thousands of IT professionals.

Package rates on request

Twice in 2023

 **heise Jobs**
— IT KOMPAKT —

Dates 2023

- **15-16 March 2023 in the context of secIT by Heise in Hanover**
- **23-27 August 2023 in the context of the gamescom in Cologne**



EVENTS

THE iX

iX is the leading trade journal for IT specialists. Whether software specialists, security experts or system administrators - if you are looking for IT specialists to strengthen your company, you can present yourself to an affine readership in iX in a targeted manner and without wastage.

DATES 2023

Issue	On sale	Space close	Materials
02/2023	26 Jan, 2023	10 Jan, 2023	12 Jan, 2023
03/2023	23 Feb 2023	07 Feb, 2023	09. Feb 2023
04/2023	23 Mar, 2023	07 Mar, 2023	09 Mar, 2023
05/2023	27 Apr, 23	06 Apr, 2023	12 Apr, 2023
06/2023	25 May, 2023	09 May, 2023	11 May, 2023
Special 1/2023	15 June, 2023	24 May, 2023	30 May, 2023
07/2023	29 June, 2023	13 June, 2023	15 June, 2023
08/2023	27 July, 2023	11 July, 2023	13 July, 2023
09/2023	24 Aug 2023	08 Aug, 2023	10 Aug, 2023
10/2023	21 Sep, 2023	05 Sep, 2023	07 Sep, 2023
11/2023	19 Oct, 2023	04 Oct, 2023	06 Oct, 2023
Special 2/2023	09 Nov, 2023	20 Oct, 2023	25 Oct, 2023
12/2023	23 Nov, 2023	07 Nov, 2023	09 Nov, 2023
01/2024	21 Dec, 2023	05 Dec, 2023	07 Dec, 2023

Issues with with a special focus and high affinity to the job market/HR recruiting

CIRCULATION FIGURES

CIRCULATION SOLD

25,953 copies

SUBSCRIPTION

25,041 copies

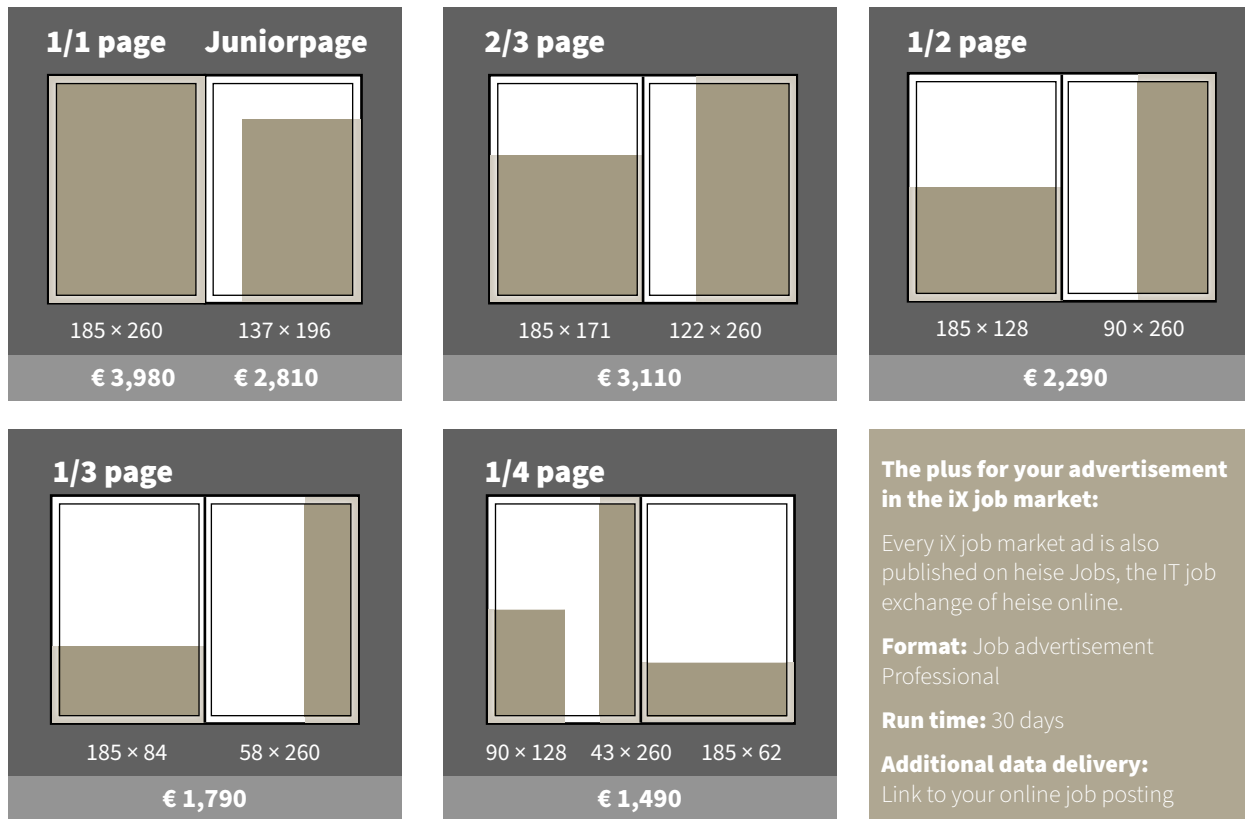
Source: IVW II/ 2022



Readership

- System administrators, managers
- Network Administrators
- Programmer/Application Developer
- Service technician internal
- Webmaster
- Software Engineers
- IT Security Officer
- Database Administrators
- Web designer
- Manager network

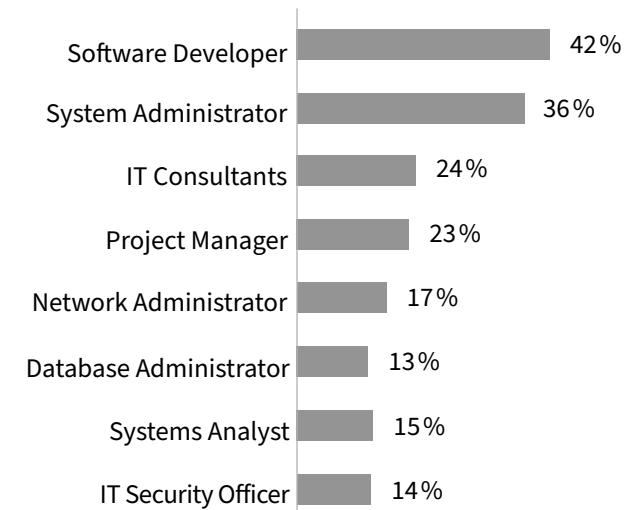
PRINT

THE **iX****JOB ADVERTISEMENTS** – FORMATS AND RATES incl. APP (plus VAT)**YOUR ADVANTAGES:**

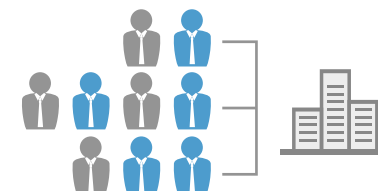
- favorable base rates
- no color surcharges
- low scattering loss

Please note that job ads are only placed in the type area.

All sizes: Width x height in millimeters. Other formats on request.

iX readers hold key positions in companies

Source:
iX reader survey February 2022,
n=1,108



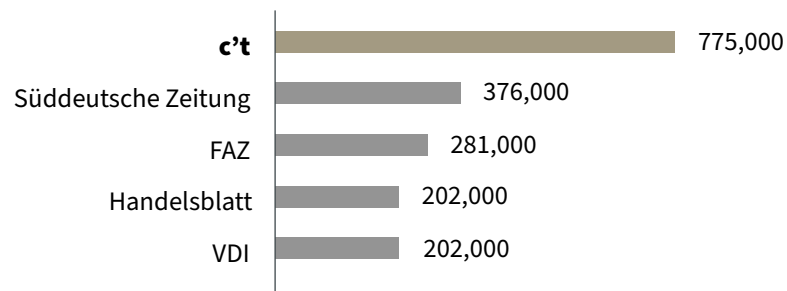
PRINT

THE c't magazine

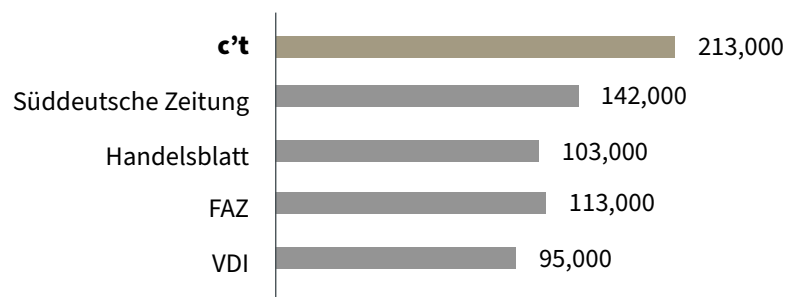
c't is published fortnightly with a top-class job market for IT professionals. With 171,928 subscribers alone and a reach of 946,000 readers, c't is an experienced partner in the recruitment of IT professionals, specialists and executives in the IT sector.

READER PROFILES IN COMPARISON

IT-SAVVY PROFESSIONALS AND SPECIALISTS



MANAGEMENT POSITION, EXECUTIVE IN THE COMPANY - TOP EXECUTIVES



Source: AWA 2022

Pre-filter: I am particularly interested in the use and application of computers.

CIRCULATION FIGURES

SOLD CIRCULATION: **192,956 copies**
 SUBSCRIPTION CIRCULATION: **171,928 copies**
 DISTRIBUTED CIRCULATION: **216,910 copies**

PRINT RUN: **201,632 copies**
 Source: IVW III/ 2022

REACH TOTAL: **946,000 RpA**
 Source: AWA 2022



Readership:

335,000 readers work in the field of computers, EDP, information technology

508,000 readers are currently employed

715,000 readers are men

522,000 readers consider success at work important and worth striving for

They are assertive (56%) and „usually expect success,“ say 73% of readers

68% always want to learn new things

377,000 readers are fully committed to their profession and work hard for it (workaholic)*.

75,000 readers will change careers or jobs in the next 12 months

571,000 are interested in further professional development

Source: AWA 2022

Pre-filter: I am particularly interested in the use and application of computers.

*Self classification

PRINT

THE **c't** magazine

SCHEDULE 2023



Issue	On sale	Space close	Material due
02/2023	Dec 31, 2022	Dec 08, 2022	Dec 12, 2022
03/2023	Jan 14, 2023	Jan 16, 2023	Jan 20, 2023
04/2023	Jan 28, 2023	Jan 10, 2023	Jan 12, 2023
05/2023	Feb 11, 2023	Jan 24, 2023	Jan 26, 2023
06/2023	Feb 25, 2023	Feb 07, 2023	Feb 09, 2023
07/2023	Mar 11, 2023	Feb 21, 2023	Feb 23, 2023
08/2023	Mar 25, 2023	Mar 07, 2023	Mar 09, 2023
09/2023	Apr 08, 2023	Mar 20, 2023	Mar 22, 2023
10/2023	Apr 22, 2023	Mar 31, 2023	Apr 04, 2023
11/2023	May 06, 2023	Apr 17, 2023	Apr 19, 2023
12/2023*	May 13, 2023	Apr 24, 2023	Apr 26, 2023
13/2023	May 20, 2023	May 02, 2023	May 03, 2023
14/2023	June 03, 2023	May 12, 2023	May 16, 2023
15/2023	June 17, 2023	May 26, 2023	May 31, 2023
16/2023	July 01, 2023	June 13, 2023	June 15, 2023

Issue	On sale	Space close	Material due
17/2023	July 15, 2023	June 27, 2023	June 29, 2023
18/2023	July 29, 2023	July 11, 2023	July 13, 2023
19/2023	Aug 12, 2023	July 25, 2023	July 27, 2023
20/2023	Aug 26, 2023	Aug 07, 2023	Aug 09, 2023
21/2023	Sept 09, 2023	Aug 22, 2023	Aug 24, 2023
22/2023	Sept 23, 2023	Sept 05, 2023	Sept 07, 2023
23/2023	Oct 07, 2023	Sept 18, 2023	Sept 20, 2023
24/2023	Oct 21, 2023	Oct 02, 2023	Oct 05, 2023
25/2023	Nov 04, 2023	Oct 16, 2023	Oct 18, 2023
26/2023	Nov 11, 2023	Oct 23, 2023	Oct 25, 2023
27/2023	Nov 18, 2023	Oct 30, 2023	Nov 02, 2023
28/2023	Dec 02, 2023	Nov 14, 2023	Nov 16, 2023
29/2023	Dec 16, 2023	Nov 28, 2023	Nov 30, 2023
01/2024	Dec 30, 2023	Dec 08, 2023	Dec 12, 2023

Issue with special focus and high affinity to job market/ HR recruiting

* Anniversary issue „40 years of c't“

PRINT

THE c't magazine



JOB ADVERTISEMENTS – FORMATS AND RATES incl. APP (plus VAT)

1/1 page

a) Type area: 185 × 256
b) Bleed: 210 × 297*

b/w: € 9,020 4c: € 11,924

3/4 page

a) 185 × 190 136 × 256
b) 210 × 216* 146 × 297*

b/w: € 7,040 4c: € 9,020

2/3 page

a) 185 × 169 122 × 256
b) 210 × 195* 130 × 297*

b/w: € 6,380 4c: € 8,310

1/2 page

a) 185 × 126 88 × 256
b) 210 × 152* 103 × 297*

b/w: € 5,060 4c: € 6,512

1/3 page

a) 185 × 82 58 × 256
b) 210 × 107* 71 × 297*

b/w: € 3,800 4c: € 9,708

1/4 page

a) 88 × 126 39 × 256 185 × 61
b) 103 × 152* 53 × 297* 210 × 80*

b/w: € 3,200 4c: € 3,806



Please note the format specifications for print ads:

a) Type area format or b) Bleed format (*with 3 mm trim allowance)

PRINT

SPECIAL SUPPLEMENT IT & CAREER

**Employer Branding - you set a high level:
Present yourself to IT professionals who are ready
to switch**

Published 2 x per year in April 2023 and October 2023

Current and forward-looking topics relating to the IT and STEM job market, published in around 200,000 subscription copies of the two Heise titles c't magazin and iX-Magazin.

Our IT & Career themed special is now an established platform for personnel image ads and classic job offers. Twice a year, companies present themselves in IT & Career as attractive employers and thus reach highly qualified professionals from all relevant areas of IT and STEM.

An excitingly designed company profile motivates precisely these people to take the next step and accept a new challenge. (Technical) colleges also have the opportunity of inspiring our readers to attend IT courses and take advantage of training opportunities!



Around
200,000
copies in the
total subscription
circulation of
c't and iX
(IVW III/2022)

2/1 page

a) Type area: 383 × 232
b) Bleed: 400 × 280*

€ 9,700

1/1 page

a) Type area: 185 × 232
b) Bleed: 200 × 280*

€ 5,100

1/2 page

a) 185 × 116 90 × 232
b) 200 × 139* 98 × 280*

€ 5,100

* Trim allowance starting from the stitching/bleed format 3mm

PRINT

SPECIAL SUPPLEMENT **WE ARE DEVELOPERS!**

Print circulation: around 200,000 copies plus digital distribution as PDF edition

We Are Developers! – the magazine for developers and those who want to become one. Reach a top target group of almost 200,000 Heise subscribers (c't magazin and iX magazine) with this combination. In addition to the print edition, the supplement is distributed as a digital edition to a large number of young developers.

The digital edition will be promoted via heise online, WeAreDevelopers and additional promotion campaigns. For example, 30,000 registered users of WeAreDevelopers will receive access to the digital version of the magazine, 90,000 We Are Developers followers will be notified of the issue (including a link), and 12,000 subscribers are made aware of the magazine directly via newsletter. Issue 2 will be published before the WeAreDevelopers (WAD) World Congress (July 2023) and is being published in English to additionally address the participants of the WAD World Congress.

Note: The e-magazine will be additionally distributed worldwide in the developer community!



1/1 page

a) Type area: 185 × 232
b) Bleed: 200 × 280*

€ 6,990

1/2 page

a) 185 × 116 90 × 232
b) 200 × 139* 98 × 280*

€ 4,190

1/3 page

a) 185 × 82 58 × 232
b) 200 × 108* 71 × 280*

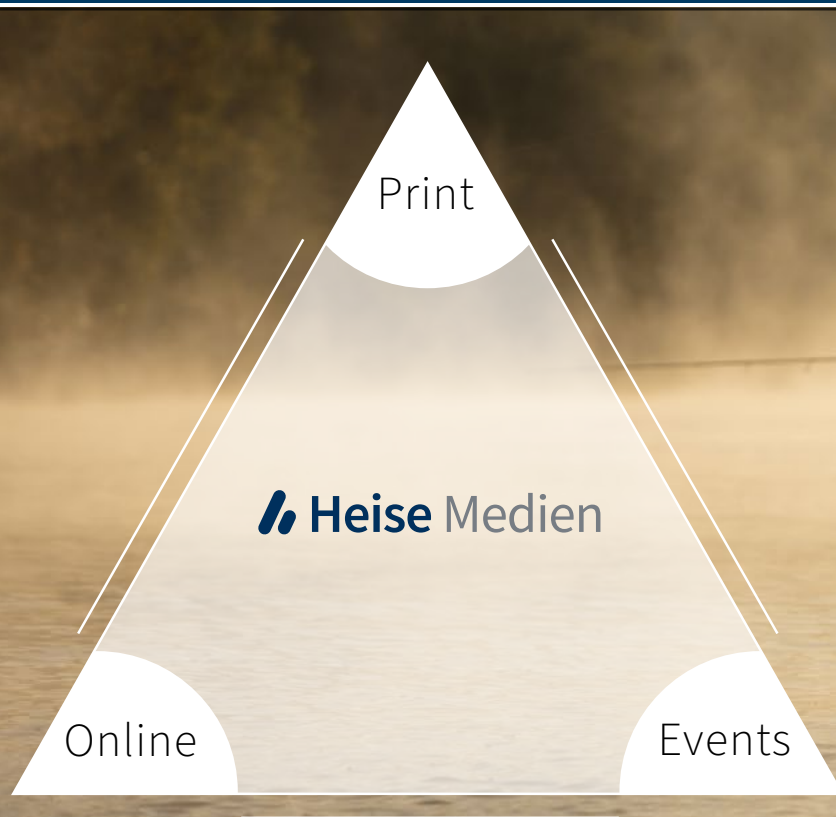
€ 2,990

Booklet size: 200 mm × 280 mm
Type area: 185 mm × 232 mm
All sizes: Width × height in mm

Surcharge for cover pages: 25 %; no color surcharges

* Trim allowance starting from the stitching/bleed format 3mm

PRINT



Don't throw your line out anywhere - ask us.

We have for you the best fishing grounds in the portfolio.

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