

# Podcasts

## The 3 for 2 bundle

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

### 1 target group - 3 hits:

In the weekly podcast from Nerdistan, c't editors talk about their topics from the current issue.

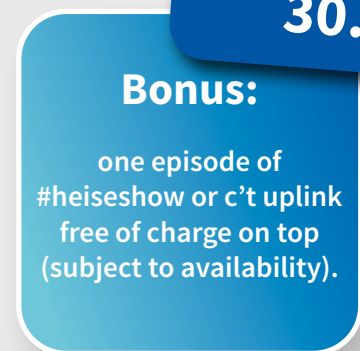
Every Thursday at 5 p.m., the team from heise online talks about current technical developments and net politics.



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valid only until  
30.06.

100,000 views

Bonus on top:  
one episode

#heishow or c't uplink  
(According to availability).

## Bundle rate € 7,500 instead of € 9,000

( 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 | Phone: +49 [0] 511 5352-743