

Online Advertorial **Interview**

Your brand message positioned in an eye-catching way

Score points with your own content in the environment of heise online! With guaranteed visibility in a realistic interview format, we ensure that the readers of heise online become aware of your company, products and solutions.

Target:

Branding; Attention for your company & your product portfolio

This is what we do for you:

- ✓ Creation of the advertorial in the layout of heise.de
- ✓ Presence over four weeks
- ✓ Promoting your advertorial with cobranded ads in the selected audience
- ✓ Guaranteed 2,000 views in 4 weeks
- ✓ We transform the advertorial content into interview form. We formulate 6 interview questions from a briefing.
- ✓ Final performance report

This is what we need from you:

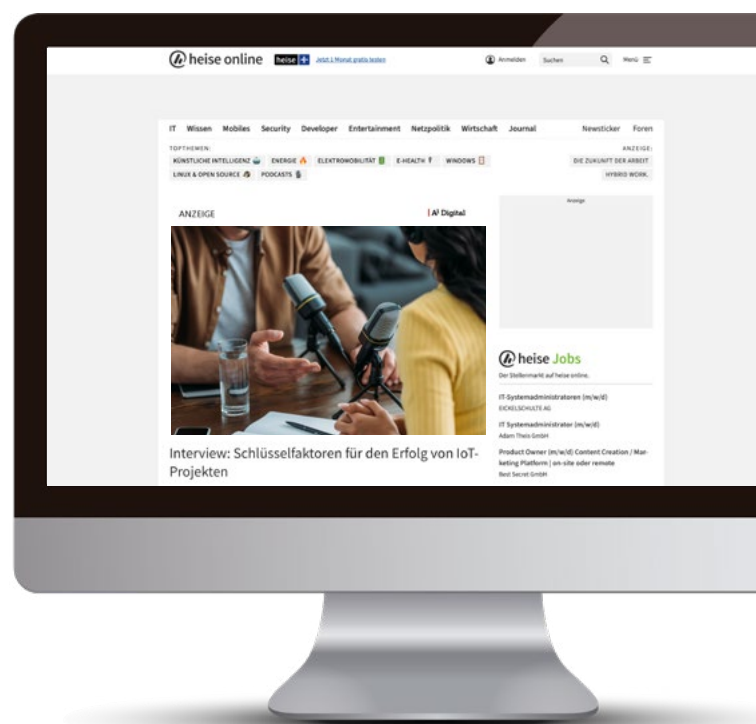
- Main topic of the advertorial interview; answers to 6 interview questions on your topic; content contact partner for voting/release
- Title decorative image (format TIF or PNG)
- Graphics, additional decorative image or video for integration in the text
- Your company logo in high resolution as JPG, TIFF or PNG
- Linking to external pages (gladly with tracking links)
- A lead time of 4 weeks

Content:

Promotional with an editorial feel

€ 11,400

less agency commission if applicable



Example interview

Optional:

- Target group targeting: IT decision-maker for Server, Cloud, Security, Recruiting, Developer, Consumer
- 1,500 views

€ 1,000

Talk to us, we are looking forward to exciting campaigns!

You still have further questions?

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