

Editorial Multi-Sponsored Lead Hub „SECURITY“

Central knowledge platform with 360° information on the topic of security

Our intention is to make the importance of IT security visible in all areas and to drive its development. Position yourself in a neutral, editorial content that is tailored to specific information needs of the target group.

Objective:

Branding & qualified, guaranteed leads in the target group *security*

This is what we do for you:

- ✓ We create neutral, credible editorial content to make the importance of IT security visible in all areas and to drive development.
- ✓ We take care of the complete content creation as well as the outbound marketing activities.
- ✓ We integrate your brands into the editorial multi sponsored lead hub „SECURITY“.
- ✓ We get you in touch with 22,000 IT security experts and decision-makers in an editorial environment with an affinity for the topic.
- ✓ We deliver guaranteed standard leads for your sales-funnel*.
- ✓ We provide you with monthly KPI reporting (touchpoints, scoring, reach, engagement)

* the leads are not given exclusively to individual sponsors. The lead delivery is done in a 2-weekly rhythm. The standard lead includes first and last name, email address (private/company), job title (pupils, trainees, students, unemployed & pensioners are filtered out free of charge), company name, company size, company sector, industry, zip code & country (DACH), telephone number.

This is what we need from you:

- ✓ Your company logo in high resolution as JPG, TIFF or PNG
- ✓ A short company description

Our offer:

- ✓ 3 months runtime with 195 leads: **€ 18,525**
-- **TEST OFFER** --
- ✓ 6 months runtime with 400 leads: **€ 32,900**

*Rates less 15% agency commission, no further discounts possible

Contact:

digisales@heise.de
Phone: +49 (0)511 5352 743



Implementation example:

it-kenner.heise.de/secure-it-fuer-unternehmen/

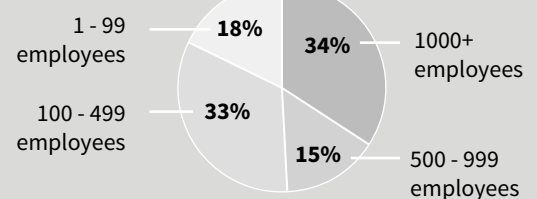
LEAD Origin

Overview of leads to date since the launch of the Multi-Sponsored Topics Hub in March 2023:

Industries

Manufacturing industry	24%
IT & Communication	14%
Public sector	10%
Finances/Insurances	9%
Health care/Social services	7%

Company size



Job Level

Corporate Governance/ Management	60%
Team management/ Budget responsibility	12%
Employees/Professionals/ Specialists	28%