BLACK WEEK
at heise online

22–27 November 2023
In addition to the classic reporting in the areas of news, guides, tests and apps, the entertainment of the reader plays a major role. He should not only be provided with information, but also have fun with the topic.

To this end, videos play a major role, as does the greater inclusion of the authors' personal opinions, which are intended to stimulate discussions – and encourage the reader to participate.

**SALES-AD**

**USP:**

- At least 500 views on the Advertorial
- Creation of a sales push in the form of a product advertorial with text, images and (affiliate) links by the TechStage team
- Promotion via social media including a product video on our TikTok Channel: [https://www.tiktok.com/@techstage](https://www.tiktok.com/@techstage) with up to 200,000 views
- Max. 15-20 products
- Integration of the TechStage widget for price comparison
- Editorial briefing possible after consultation
- One correction loop

**IMPORTANT:** There must be added value for the customer (coupon, discount, competition, ...).

**Rate:** € 3,000*

**ON TOP**

U-Wallpaper in rotation on heise.de, with focus on consumer and entertainment with 100,000 AdImpressions. The left skyscraper of the U-Wallpaper is provided by us and can be customized in color to match your corporate design.

**Rate:** € 3,900—

* 15 % agency commission possible, no further discounts.

**Promotion period:**

22 - 27 November, 23