If you thought entertainment and serious tech journalism were mutually exclusive, you haven’t heard of c’t 3003 yet! In weekly YouTube videos, experienced video makers Jan-Keno Janssen and Johannes Börnsen highlight everything that comes under their wing – from the Raspberry Pi to smartphones to electric scooters: sometimes silly, but always technically sound. What sets c’t 3003 apart from other YouTube channels is the expertise of Europe’s largest tech editorial team: over 60 c’t editors support the channel with their know-how.

**Youtube format**
- Video, on youtube channel 3003
- Episode length: 10-20 minutes
- Published weekly, usually on Fridays
- at least 50,000 views in the first 4 weeks (depending on the topic, well over 200,000 views per episode are also possible)

**TechSpecs:**
- Fill out briefing template as the basis for the sponsoring for the editorial team.
- Text for the sponsor hint
- Reporting of YouTube views takes place 4 weeks after broadcast of the episode

**Playout channels:**
- **Youtube channel c’t 3003** (102,000 subscribers, Status Nov. 2023)

**Advertising options:**
- **Package S:** Native integration based on product information and videos with briefing, up to 30 seconds at the beginning. Suitable especially for software products/digital solutions.
  € 5,500
- **Package M:** Native integration + product SHOW and briefly outlined (even if only in the background) with briefing, about 60 seconds at the beginning. Suitable especially for hardware
  € 7,900
- **Package L:** Product Placement. Targeted and exclusive integration of your product. Duration: at least four weeks
  € 13,500

Exclusivity: sole sponsor of an episode!

**IMPORTANT:** The integration can be approved in advance. There is a release loop. We require the briefing 10 business days before broadcast day.

### Rates

<table>
<thead>
<tr>
<th>c’t 3003</th>
<th>Sponsoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>10-20 minutes</td>
</tr>
<tr>
<td>Subscribers</td>
<td>102,000</td>
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<tr>
<td>Views</td>
<td>50,000</td>
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<tr>
<td>Rate package S</td>
<td>5,500 EUR</td>
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<tr>
<td>Rate package M</td>
<td>7,900 EUR</td>
</tr>
<tr>
<td>Rate package L</td>
<td>13,500 EUR</td>
</tr>
</tbody>
</table>

### Target group

- **Men:** 82%
- **Women:** 18%
- **Have a HHNI > 3,000 EUR:** 58%
- **Have a high level of education:** 68%
- **Are between 16 - 44 years:** 54%
- **Are employed:** 78%
- **Are on YouTube several times a day:** 29%
- **(very) frequently use content from subject matter experts:** 41%
- **Focus on technology/computers, games, gaming on social media channels:** 24%

Source: agof daily digital facts, 2021-09 [df, BE c’t]