RATE CARD 2024

www.ct.de/mediakit
**EDITORIAL PROFILE**

**c’t magazine** is Europe’s largest IT and tech magazine and one of the most reliable and respected sources of information for everyone interested in technology - from demanding users and data center professionals to IT executives and investment decision makers. 273,207 buyers per issue, including 161,309 subscribers, appreciate the unique magazine that stands for thematic diversity, technical know-how, journalistic independence and in-depth research.

With independent and cross-platform product tests, useful practical reports, background information and fundamental articles, **c’t magazine** lays the foundation for know-how and for purchasing decisions in the private and professional environment. The topics range beyond IT topics to e-mobility, energy supply, sustainability and digital health.

**c’t magazine** is published biweekly in all relevant print and digital channels, thus ensuring appropriate topicality and responsiveness in a dynamic market for both readers and advertisers, but with the required thoroughness. Podcasts, social media presence and YouTube channels expand the c’t brand with digital offers.

*Quelle IVW II/2023*
A fixed feature are IT trends, compilation prototypes for the Christmas business, the column „Customer beware!“ and reporting on all aspects of the IT job market and on training and continuing education opportunities.
<table>
<thead>
<tr>
<th>Issue</th>
<th>On sale</th>
<th>Space close</th>
<th>Material due</th>
<th>Fairs, events, supplement specials</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/2024</td>
<td>Jan 12, 2024</td>
<td>Dec 15, 2023</td>
<td>Dec 19, 2023</td>
<td>secIT by Heise, Hanover 05-07 Mar, 2024</td>
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<tr>
<td>03/2024</td>
<td>Jan 26, 2024</td>
<td>Jan 08, 2024</td>
<td>Jan 01, 2024</td>
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<tr>
<td>04/2024</td>
<td>Feb 09, 2024</td>
<td>Jan 22, 2024</td>
<td>Jan 24, 2024</td>
<td>incl. supplement We Are Developers I/2024</td>
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<td>05/2024</td>
<td>Feb 23, 2024</td>
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<td>Feb 07, 2024</td>
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<td>06/2024</td>
<td>Mar 08, 2024</td>
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<td>Feb 21, 2024</td>
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<td>07/2024</td>
<td>Mar 22, 2024</td>
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<td>Mar 06, 2024</td>
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<td>08/2024</td>
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<td>Mar 14, 2024</td>
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<td>Apr 19, 2024</td>
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<td>May 13, 2024</td>
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<tr>
<td>14/2024</td>
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<td>May 24, 2024</td>
<td>May 28, 2024</td>
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<td>15/2024</td>
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<td>June 10, 2024</td>
<td>June 12, 2024</td>
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<td>Material due</td>
<td>Fairs, events, supplement specials</td>
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<td>July 12, 2024</td>
<td>June 24, 2024</td>
<td>June 26, 2024</td>
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<td>17/2024</td>
<td>July 26, 2024</td>
<td>July 08, 2024</td>
<td>July 10, 2024</td>
<td>gamescom, Cologne 21-25 Aug, 2024</td>
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<td>18/2024</td>
<td>Aug 09, 2024</td>
<td>July 22, 2024</td>
<td>July 24, 2024</td>
<td>IFA, Berlin 03-08 Sept, 2024</td>
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<td>19/2024</td>
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<td>Aug 02, 2024</td>
<td>Aug 06, 2024</td>
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<td>24/2024</td>
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<td>26/2024</td>
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<td>Formats</td>
<td>Example</td>
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<tr>
<td>MP3, Ogg V., WMA, WAV</td>
<td>über Keyframes und</td>
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<tr>
<td>USB-2.0-Hub</td>
<td>mit 4-kV-</td>
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</tr>
</tbody>
</table>

**Editorial profile**

- deon RX 460 oder den Mobilvarianten der GeForce GTX 1000
- 4,0/4,2 GHz
- Je nach Variante steckt HP 16 oder 32 GByte

**Editorial profile**

- NVIDIA GeForce GTX 1000
- Modularer Mini-PC
- einer Taktfrequenz von 1,46
- schluss unter.

**Editorial profile**

- Spectra bietet eine Vielzahl von Erweiterungs-
- |men AMD, ARM, Croteam, Imagination
- die diesjährige Spieleentwicklerkonfe-
- brodelt Game Developers Conference:
- Unity, Frostbite und die CryEngine sollen
- über die verwendete 3D-Hardware. Auch
- Vulkan-Programmierer tiefere Kenntnisse
- die Dokumentation der Schnittstelle und

**Editorial profile**

- a) 88 × 126
- b) 103 × 152*
- 185 × 61
- 210 × 80*

**Editorial profile**

- a) 185 × 160
- b) 210 × 195*
- 122 × 256
- 130 × 297*

**Editorial profile**

- a) 185 × 126
- b) 210 × 152*
- 88 × 256
- 103 × 297*

**Editorial profile**

- a) 185 × 82
- b) 210 × 107*
- 58 × 256
- 71 × 297*

**Editorial profile**

- Apropos Quake: Dessen Mitentwickler
- ist aber heute offenbar nicht mehr üblich.

**Editorial profile**

- Höherer Kontrastumfang. Der verspricht
- High Dynamic Range (HDR)
- Ultra-HD-Fernseher
- jeweils nur für 64-Bit-Installationen. Auch eine
- triebssystemen nutzen. Die vollständigen Quel-
- sprache nun unter den drei wichtigsten Be-
- läßt sich die unter Windows bekannte Skript-

**Editorial profile**

- Wort ist
- höherer Kontrastumfang. Der verspricht
- High Dynamic Range (HDR)
- Ultra-HD-Fernseher
- jeweils nur für 64-Bit-Installationen. Auch eine
- triebssystemen nutzen. Die vollständigen Quel-
- sprache nun unter den drei wichtigsten Be-
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- Unity, Frostbite und die CryEngine sollen
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**Editorial profile**

- a) 88 × 126
- b) 103 × 152*
- 185 × 61
- 210 × 80*

**Editorial profile**

- a) 185 × 160
- b) 210 × 216*
- 136 × 256
- 146 × 297*

**Editorial profile**

- a) 88 × 126
- b) 210 × 195*
- 122 × 256
- 130 × 297*

**Editorial profile**

- a) 185 × 82
- b) 210 × 107*
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**Editorial profile**

- a) 88 × 126
- b) 103 × 152*
- 185 × 61
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- b) 210 × 216*
- 136 × 256
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**Editorial profile**

- a) 88 × 126
- b) 210 × 195*
- 122 × 256
- 130 × 297*

**Editorial profile**

- a) 185 × 82
- b) 210 × 107*
- 58 × 256
- 71 × 297*

For bookings of 1/1 page and larger you will receive 50,000 ad impressions in the Arabundle on www.heise.de/ct or social media ads for c’t followers with 250 guaranteed clicks. The ads are played out during the sales period of the print edition.
The market section is an editorial-free advertising section at the back of the magazine, directly followed by the job market.
b) Bleed: 210 × 297*  

a) Type area: 185 × 256  

s/w: € 9,020  
4c: € 11,924

(b) 210 × 216*  

146 × 297*  

s/w: € 7,040  
4c: € 9,020

1/4 page

1/3 page

s/w: € 3,800  
4c: € 4,708

(b) 103 × 152*  

210 × 80*  

53 × 297*

s/w: € 3,200  
4c: € 3,806

1/4 page

1/2 page

s/w: € 5,060  
4c: € 6,512

(b) 185 × 126  

210 × 152*  

88 × 256  

103 × 297*

s/w: € 6,380  
4c: € 8,310

Every job advertisement in c't includes a heise Jobs job ad „Professional“ at jobs.heise.de with a media value of € 799.
**OUR READERSHIP**

c't has been the leading medium for IT, computers and telecommunications for over 40 years. With over 273,000 copies sold per issue and a total coverage of **879,000 readers**, c't addresses professionals and ambitious readers across all industries, both in profession and private.

**STRONG COMPETENCE**

- **683,000 readers** have a very special interest in computer use
- **647,000** are sole decision makers for new ICT products
- **611,000 readers** give advice more often, be considered experts
- **131,000 readers** are among the top professionals* in the field of information technology

* Management function and net household income over € 2,000

**THESE ITEMS C'T-READERS ARE READY TO SPEND THEIR MONEY ON**

<table>
<thead>
<tr>
<th>Item</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>PCs, smartphone, flat screen TV</td>
<td>614,000</td>
</tr>
<tr>
<td>Travelling</td>
<td>532,000</td>
</tr>
<tr>
<td>Furnishing/house/flat</td>
<td>401,000</td>
</tr>
<tr>
<td>Cars</td>
<td>268,000</td>
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<tr>
<td>Retirement provision</td>
<td>250,000</td>
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<tr>
<td>Insurance</td>
<td>153,000</td>
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**OVERALL OR PARTIAL AREA MANAGEMENT - BY WORK AREA:**

<table>
<thead>
<tr>
<th>Area</th>
<th>User share in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate and management</td>
<td>24</td>
</tr>
<tr>
<td>Commercial management/leadership</td>
<td>17</td>
</tr>
<tr>
<td>Technical management/leadership</td>
<td>19</td>
</tr>
<tr>
<td>Data processing, IT</td>
<td>35</td>
</tr>
<tr>
<td>Development, construction, research, design, prototyping</td>
<td>27</td>
</tr>
</tbody>
</table>

**COMPANY SIZE**

<table>
<thead>
<tr>
<th>Employee Range</th>
<th>User share in %</th>
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</thead>
<tbody>
<tr>
<td>1 - 19 employees</td>
<td>14</td>
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<tr>
<td>20 - 99 employees</td>
<td>23</td>
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<tr>
<td>100 - 499 employees</td>
<td>16</td>
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<tr>
<td>500 - 999 employees</td>
<td>10</td>
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<tr>
<td>1000 and more employees</td>
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**INDUSTRIES**

<table>
<thead>
<tr>
<th>Industry</th>
<th>User share in %</th>
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<tbody>
<tr>
<td>Information and communication</td>
<td>24</td>
</tr>
<tr>
<td>Manufacture data processing equipment, electronic &amp; optical products, electrical equipment</td>
<td>13</td>
</tr>
<tr>
<td>Provision of freelance, scientific and technical services</td>
<td>10</td>
</tr>
<tr>
<td>Metal, engineering, manufacture of other goods, repair &amp; installation of machinery</td>
<td>11</td>
</tr>
<tr>
<td>Wholesale and retail trade, maintenance and repair motor vehicles</td>
<td>9</td>
</tr>
<tr>
<td>Health and social services</td>
<td>3</td>
</tr>
<tr>
<td>Provision of other economic services</td>
<td>4</td>
</tr>
<tr>
<td>Manufacture of motor vehicles, vehicle construction</td>
<td>4</td>
</tr>
<tr>
<td>Chemical industry incl. glass industry, ceramics, stone, earth, coking plant</td>
<td>4</td>
</tr>
<tr>
<td>Mining, energy, water supply, recycling</td>
<td>3</td>
</tr>
<tr>
<td>Transport and storage</td>
<td>4</td>
</tr>
</tbody>
</table>
Loose inserts

- Can be added to the entire circulation, the subscribed circulation or to post code or Nielsen areas
- Minimum quantity 20,000 copies
- Maximum size 195 mm × 280 mm (w×h)
- Minimum size 95 mm × 148 mm (w×h)

€ 109 per 1,000 up to 25g
other weights on request

Bind-ins

- Printed materials fixed to the magazine, product sample
- Minimum quantity 20,000 copies
- Maximum size 210 mm × 297 mm (w×h)
- Minimum size 140 mm × 140 mm (w×h)
- Split/partial coverage possible

2 pages: € 79 per 1,000
4 pages: € 109 per 1,000

Tip-ons

- Postcard, CD etc.
- Only in connection with a master advertisement covering the entire circulation, minimum size 1/1 page
- Partial occupancy of the glued insert possible

€ 79 per 1,000

Extra charge for split circulation / partial coverage: 10 %

Loose inserts, board inserts, and tip-ons must be suitable for mechanized processing and be packed in the exactly appropriate way – in handy packs stacked loosely on pallets.

Shipping cartons for all ad specials must be labeled as follows:
Magazine title/issue • Name of the advertising company • Quantity/number of pallets •

Shipping address
for all inserts, tip-ons, bound inserts:
appl druck GmbH
Angerstr. 54
85354 Freising
Germany
TECHNICAL DETAILS

PRINTING PROCESS
Insides: Web Offset (CMYK)
Cover: Sheetfed Offset (CMYK)
Size: Trimmed size: 210 × 297 mm
       Bleed: 3 mm head, 4 mm gutter, 3 mm face, 3 mm foot

ARTWORK
Types: Printing documents (data) fonts: Please note that all fonts have to be supplied. If fonts are missing replacement fonts will have to be used; these could eventually change the appearance and the layout of the ad.

Other details: The minimum line width is 0.2 mm. Images with very thin structures and Copy-Dot-files could cause a moiré and have to be avoided.

Recommended file formats: Preferably non-separated PDFs (PDF/X-4 or higher). Distiller settings can be downloaded from support at www.appl.de. Types must be encapsulated and the CMYK colour mode has to be used. Please avoid to pass on so-called ‘open’ files. This may cause version and system-related errors for which no liability can be accepted. In case you do send such files the following programmes are supported:
   Mac programmes: Photoshop, InDesign, Illustrator
   PC programmes: Photoshop, InDesign, Illustrator

File names: A clear file name has to be chosen indicating “publication”, “issue number”, “advertisers name”, “ad size”, “printing process” e.g. “ct1209Microsoft_1x2_offset”.

Data carriers: CD or DVD
Resolution: Screen: min 300 dpi, Line: min 800 dpi
Inside proof: The inside proofs have to be made according to the 4 colour mode (CMYK) based on the standards “INP Paper” for PT 3 Offset. The respective profiles can be downloaded from www.eci.org. Only if the correct proof parameters are adhered to, your advert can be printed in accordance with the standard process tolerances.

Cover proof: The cover proofs have to be made according to the 4 colour mode (CMYK) based on the standards, ISO coated_v2 for PS1 Offset. The respective profiles can be downloaded from www.eci.org. The proofs for the insides and the cover must be made from your supplied files. In case of any queries on colour adjustments or ICC profiles, please do contact the Colour Management department. Phone: +49 (0)9092/999-232.

TECHNICAL HANDLING
Files/Proofs to be sent to:
appl druck GmbH
Abteilung Elbo-Bogen
Senefelderstraße 3-11
86650 Wemding, Germany

Please enclose for checking: Obligatory printouts or colour space adjusted proofs with reference to the contact person and phone number. On the delivery address for copy materials (files/proofs) it is absolutely essential to indicate clearly the department: “Abteilung Elbo-Rolle”.

Queries on file supply:
Phone: +49 (0)9092/999-232
FTP access: address: druckdaten.appl.de
            user: user_34
            password: F3X92L
Please announce every FTP-transfer by e-mail in advance.
E-mail: ct@appl.de
**THEME SPECIALS**

**IT & Karriere** – a special supplement from heise Jobs

Current and future topics regarding the IT and MINT (STEM) job market will be published in about 200,000 subscription copies of the heise magazines c’t and iX.

Our **IT & Career** theme special has established as a platform for personnel image ads and classic job offers. Twice a year, companies present themselves as attractive employers in IT & Career and thus reach highly qualified professionals from all relevant areas of IT and STEM.

An excitingly designed company profile motivates precisely these people to take the next step and accept a new challenge. (Technical) colleges also have the opportunity of inspiring our readers to attend IT courses and take advantage of training opportunities!

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**IT & Karriere in the media portal**

- **COBOL and Fortran**: Who needs classical IT skills?
- **UX-Designer**: How comfortable apps feel
- **Work-Life-Balance**: What a good balance provides
- **Threat Hunting**: Who predicts impending dangers
- **Observability**: When logs and metrics matter
- **Business Analyst**: Who reads the digital business
- **Open Source**: Where open source promotes careers
- **Digital Gender Gap**: How women lead IT on
- **Praktikum**: Which companies let young people work
- **AIOps**: When AI warns before impending failures

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**Issue 1**

- **On sale**
  - with c’t 09/2024: 19 Apr, 2024
  - and iX 05/2024: 26 Apr, 2024

- **Space close**: 15 Mar, 2024
- **Material due**: 19 Mar, 2024

**Rate Card 2024**

<table>
<thead>
<tr>
<th>Size</th>
<th>1/1 page</th>
<th>1/2 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Type area</td>
<td>338 × 232</td>
<td>185 × 232</td>
</tr>
<tr>
<td>b) Bleed</td>
<td>400 × 280</td>
<td>200 × 139</td>
</tr>
<tr>
<td>€</td>
<td>9,700</td>
<td>3,200</td>
</tr>
<tr>
<td>€</td>
<td>5,100</td>
<td>1,600</td>
</tr>
</tbody>
</table>

**Issue 2**

- **On sale**
  - with c’t 23/2024: 18 Oct, 2024

- **Space close**: 16 Sept, 2024
- **Material due**: 19 Sept, 2024

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**Sizes**

- Trim size: 200 mm × 280 mm
- Type area: 185 mm × 232 mm
- All sizes: width × height in mm

Extra charge for cover pages: 25 %. All rates are valid for colour ads as well (no extra charges)
Supplement Austria

In the IT regional supplement Austria, companies present themselves as a strong local partner or as an attractive employer for expert IT specialists. The special is published as a supplement in c’t issue 26/24.

€ 4,300
a) Type area: 185 × 232
b) Bleed: 200 × 280

1/1 page

€ 2,200
a) 185 × 116
b) 200 × 139

1/2 page

4c: € 4,900

Cover page

On sale
with c’t 26/2024: 15 Nov, 2024
Space close: 14 Oct, 2024
Material due: 17 Oct, 2024

Trim size: 200 mm × 280 mm
Type area: 185 mm × 232 mm
All sizes: width × height in mm

Extra charge for cover pages: 25 %. All rates are valid for colour ads as well (no extra charges)
We Are Developers! Magazine

We Are Developers! - the magazine for developers and those who want to become one.
Reach a top target group of almost 200,000 heise subscribers (c’t and iX magazine) with this combo. In addition to the print edition, the magazine is distributed as a digital edition to a large number of young developers (free and interactive PDF version).

The digital edition will be promoted via heise online, WeAreDevelopers and additional promotional activities. For example, 30,000 registered users of WeAreDevelopers will receive access to the digital version of the magazine, 90,000 WeAreDevelopers followers will be notified of the issue (including linking), and 12,000 subscribers will be made aware of the magazine directly via the newsletter. Issue 2 will be published prior to the WeAreDevelopers (WAD) World Congress (July 2024) and will be published in English to additionally address WAD World Congress attendees. This will be the first time the e-magazine will be distributed to the developer community worldwide!

c’t, iX and heise Developer have the readers and users you need: including IT and software professionals, IT engineers, innovation managers and a broad readership interested in IT and technology. And WeAreDevelopers has a developer platform on this topic. The developer potential lies dormant in them. Awaken the developer gene from its slumber.

Theme specials

**We Are Developers!** Magazine

We Are Developers! - the magazine for developers and those who want to become one.
Reach a top target group of almost 200,000 heise subscribers (c’t and iX magazine) with this combo. In addition to the print edition, the magazine is distributed as a digital edition to a large number of young developers (free and interactive PDF version).

The digital edition will be promoted via heise online, WeAreDevelopers and additional promotional activities. For example, 30,000 registered users of WeAreDevelopers will receive access to the digital version of the magazine, 90,000 WeAreDevelopers followers will be notified of the issue (including linking), and 12,000 subscribers will be made aware of the magazine directly via the newsletter. Issue 2 will be published prior to the WeAreDevelopers (WAD) World Congress (July 2024) and will be published in English to additionally address WAD World Congress attendees. This will be the first time the e-magazine will be distributed to the developer community worldwide!

c’t, iX and heise Developer have the readers and users you need: including IT and software professionals, IT engineers, innovation managers and a broad readership interested in IT and technology. And WeAreDevelopers has a developer platform on this topic. The developer potential lies dormant in them. Awaken the developer gene from its slumber.

**Theme specials**

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**Pure exclusivity**

The c’t-exclusive newsletter reaches around 130,000 recipients – mostly c’t subscribers – and is sent out on Fridays before the new issue is on sale. The recipients are informed about the topics of the issue and can already access selected articles online.

**Your benefit**

In the c’t-exclusive newsletter there is only one single advertising placement available. With your leaderboard, you are an exclusive partner and benefit from the strong interest in the editorial environment.

In smart combination with an ad in the magazine, the newsletter increases the contact opportunities and reinforces the impact of your campaign across all media.

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**Rate:** € 2,430 per newsletter

**Dispatch:** Bi-weekly on Friday before a new issue

**Reach:** 130,000 recipients

**Advertising material:** Newsletter Leaderboard with 540 x 65px

**File size max.:** 150kb
The c’t <webdev> conference is designed for front-end developers, web designers, full-stack developers, UX and interaction designers, team and project managers, and freelancers.

Key topics include:
- Testing and monitoring
- Avoiding performance traps
- Prefetching and caching
- Images, JavaScript and Co. purge

Sponsorship packages are available in Gold and Silver:
- Gold: €7,900
- Silver: €4,500

More information on each sponsor package can be found on our media portal: www.ct.de/mmediakit
Among other things, c't online offers computer professionals and demanding users a comprehensive collection of tips and tricks for PC use, magazine articles, extensive services, and information about the magazine. In addition, there is social media and messaging with Facebook, Instagram and Twitter, as well as YouTube channels and podcasts.

### Facts
- **User traffic – September 2022**
  3,424,938 Page Impressions (Source: IVW)

- **Coverage**
  heise c’t: 788,000 Unique User
  agof daily digital facts 2021 (Nov)

### Target group
- Business decision-makers
- IT professionals
- Advanced users
- Tech enthusiasts

### Content
- Magazin services (preview, content database)
- Services (tips database)
- Support (hotline & FAQ, tips & tricks, company contacts)
- Archive

### Online advertorial
**Position your brand message in an eye-catching way**
Score points with your own content in the heise online environment! We ensure with guaranteed visibility that the users of c’t online become aware of your company, your products and solutions.

**Run time: 4 weeks | Rate: € 3,500**

All further details on processing on request.
Additional touchpoint in the c’t community

For numerous companies, social media is an important component of their communication strategy. In addition to branding, direct contact with the community plays a central role, new customers are addressed and new employees are convinced. But social media is also playing an increasingly important role in lead generation.

**USP:**
Your ad will only be played in the audience of c’t and c’t Photography on Facebook and Instagram.

**Benefit:**
You reach followers in a private usage situation and thus set a new touchpoint within their customer journey.

### Packages

<table>
<thead>
<tr>
<th>Performance</th>
<th>Duration</th>
<th>Rate</th>
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<tbody>
<tr>
<td>500 clicks</td>
<td>2 weeks</td>
<td>€ 1,990</td>
</tr>
<tr>
<td>1,000 clicks</td>
<td>4 weeks</td>
<td>€ 3,990</td>
</tr>
<tr>
<td>2,000 clicks</td>
<td>6 weeks</td>
<td>€ 6,990</td>
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</tbody>
</table>
Videos from Europe’s biggest tech newsroom

If you thought entertainment and serious tech journalism were mutually exclusive, you haven’t heard of c’t 3003 yet! In weekly YouTube videos, the experienced video makers Jan-Keno Janssen and Johannes Bornsen 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.

Rate card

- **Rate package S**: 5,500 EUR
- **Rate package M**: 7,900 EUR
- **Rate package L**: 13,500 EUR
PODCASTS

**c’t uplink**
The Podcast from Nerdistan
In the weekly podcast from Nerdistan, c’t editors talk in small circles about their topics from the current issue: We present results from current device and software tests, argue about new developments in the digital world and provide a look behind the scenes of tests and research. We also tell the stories behind the c’t articles and reveal the one or other detail that has not made it into the print version.

Integration: 2 spots
Length: 30 seconds
Mention in the podcast descriptions: √
Calls per episode: 30,000
Rate per episode: € 5,000

**c’t a matter of interpretation**
The c’t data protection podcast
Every fortnight, c’t editor Holger Bleich discusses the latest developments in data protection with Joerg Heidrich. Joerg Heidrich is the in-house lawyer responsible for the topic at c’t’s parent company heise medien and deals with the European General Data Protection Regulation (GDPR) on a daily basis. Changing guests complete the panel.

Integration: 2 spots
Length: approx. 30 seconds
Mention in the podcast descriptions: √
Calls per episode: 3,500
Rate per episode: € 1,500

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Publisher's Conditions

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Special formats: On request only.

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