

heise

IT-Recruiting 2024

Don't fish
in the dark.



FOREWORD

Get the fattest fish on the hook!

Top employees are worth their weight in gold. Professionals from IT/telecommunications even more so. Bitkom currently reports a vacancy of 147,000 IT specialists (Dec 2023). If you want to get your company through these turbulent times successfully, you need IT experts and motivated, highly trained IT employees. With know-how and expert knowledge, you as a company can avoid pitfalls and even succeed in daring maneuvers.

We may not be able to bring your desired applicant by for an interview in person, but we can provide you with professional tips for successful deep-sea fishing. After all, you want to make a good catch!

On the next few pages, we will tell you which medium you can use to target IT professionals and experts.

Good luck with your personnel search!

Your heise media Team

heise online

heise Jobs

ONLINE

heise Jobs
IT KOMPAKT

heise Jobs
IT TAG

EVENTS

ct
magazin für
computer
technik

IT
magazin für
professionelle IT

IT & Karriere
Sonderbeilage von Heise Medien

Themenbeilage
We Are
Developers!

PRINT

heise online EMPLOYER BRANDING

Successfully attract IT experts across all channels

The rapidly changing labor market presents employers and employees with new challenges. How can I find a new job or an entry-level position in this phase? How can I attract qualified employees to my company?

We can help you with this and have put together multichannel packages for you to exploit all the possibilities.

Profile B2B decision maker

- 48 years old on average
- 91% are highly educated (at least (technical) high school graduates)
- 78% are executives
- 20% work in the ICT industry
- 77% are ICT decision-makers
- 53% work in companies with more than 100 employees
- 70% are very/at least interested in the subject job & career
- 46% are not looking for jobs but are open to offers*

Sources: LAE 2022, *heise online user survey 2020 (n=1,168).

	Package S	Package M	Package L
Branding/Display	Wallpaper  individual target group targeting, 100,000 AdImps	Wallpaper  individual target group targeting, 250,000 AdImps	Wallpaper  individual target group targeting, 250,000 AdImps
Podcast	Podcast by choice (individual according to target group)	Podcast by choice (individual according to target group)	Podcast by choice (individual according to target group)
Native Post or usAD*	300 clicks	500 clicks	700 clicks
Online Advertorial	-	-	2,000 guaranteed views, 4 weeks
Job advertisements Professional	2 ads à € 889	4 ads à € 889	4 ads à € 889, <i>alternative offer:</i> 2 job advertisements „Professional“ and participation in one IT job day
Rate	€ 7,190	€ 11,990	€ 25,990

*according to availability

ONLINE

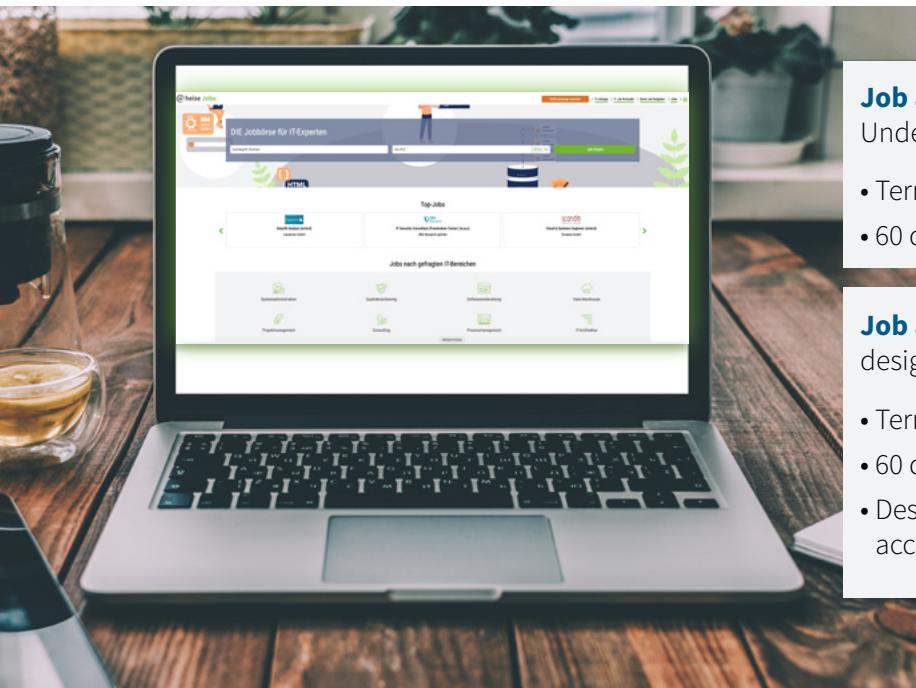
heise JOBS

heise Jobs is the job exchange for IT experts in the DACH region. Here, companies looking for personnel have the opportunity to specifically address highly qualified specialists and executives from the IT industry as well as well-trained career starters in the areas of IT, telecommunications and e-business.

- Over 31,000 IT job adverts
- 192,908 page impressions*

* Publisher's details, Sept. 2023

- Maximum visibility in the IT target group
- Time saving: quick & easy online placement of your job adverts
- Targeted personnel search in various IT areas
- We benefit from the users of heise online
- Low scatter loss of your adverts due to the top target group



Job ads Classic

Undesigned job advertisement in standard design

• Term 30 days	€ 759
• 60 days	€ 899

Job ads Professional

designed job advertisement in HTML format

• Term 30 days	€ 889
• 60 days	€ 1,220
• Design of your advertisement according to your specifications	€ 90

Job ads Premium

designed job ad in HTML format plus traffic push and ad optimization

• Term 30 days	€ 1099
• 60 days	€ 1430
• Design of your advertisement according to your specifications	€ 90

Job ads for apprentices/ students

• Term 30 days	€ 109
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Additional runtimes and attractive packages with one [click](#)

ONLINE

heise JOBS **IT-TAG**

The successful IT Job Days are merged with the STEM Job Days since 2023. This will give all exhibitors with a focus on IT and STEM an even greater opportunity to meet and inspire future employees, trainees and dual students – in 13 cities throughout Germany.

This is what we offer you:

- Direct access to and discussions with ICT job seekers
- Information booth with high table and 2 stools / chairs
- Extensive communication and advertising of the event in the heise media and via Jobware
- Promotion of the event through our excellent contacts with universities and colleges
- Mention of your company and company presentation in an advertising campaign on heise online and heise jobs
- Presentation of your company with logo and brief description on the registration page
- Catering included

Rate for our extensive service package:

€ 3,900 plus VAT.

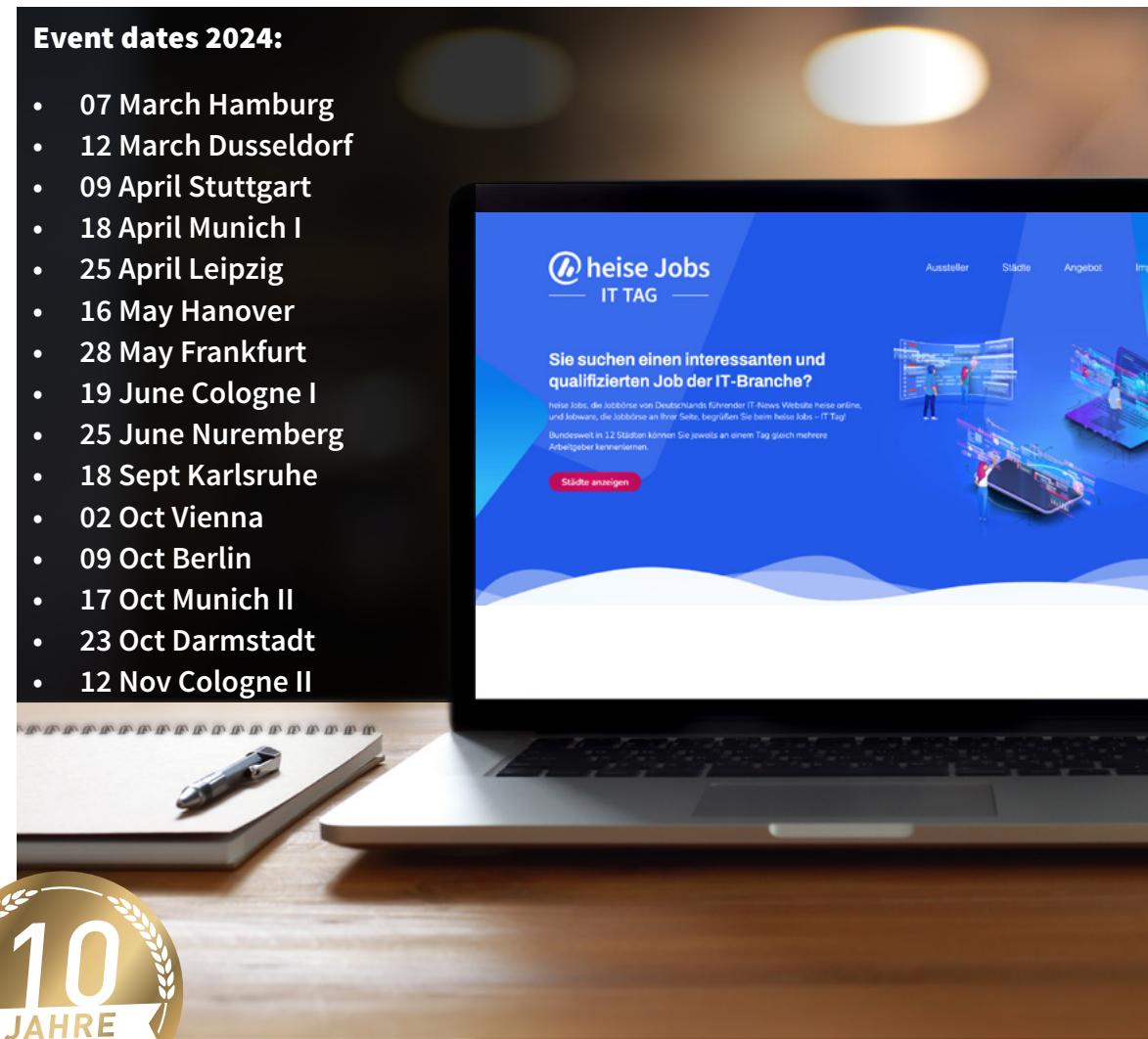
Lecture: € 250 plus VAT.

Benefit from multiple bookings!



Event dates 2024:

- 07 March Hamburg
- 12 March Dusseldorf
- 09 April Stuttgart
- 18 April Munich I
- 25 April Leipzig
- 16 May Hanover
- 28 May Frankfurt
- 19 June Cologne I
- 25 June Nuremberg
- 18 Sept Karlsruhe
- 02 Oct Vienna
- 09 Oct Berlin
- 17 Oct Munich II
- 23 Oct Darmstadt
- 12 Nov Cologne II



EVENTS

heise JOBS **IT KOMPAKT**

In 2021, we held the „heise Jobs IT KOMPAKT“ event for the first time. As a digital event in June and in October as the first face-to-face event at it-sa in Nuremberg.

Since 2022, it has been held several times a year, always linked to a larger fair, such as the gamescom.

Exhibitors are companies from various industries that are looking for personal support in the field of IT. The fairs are visited by job seekers with a focus on IT/digital. The companies present their vacancies, training and continuing education positions, and in-service degree programs. Presentations on the topics of working in IT, digitization, individual career paths, and company portraits round out the presentation.

What we offer you:

- Appear on our HR stage in a 5-minute elevator pitch
- Exhibition space with an information stand
- Promotion of the event: university marketing social media marketing on the heise channels

Take advantage of the credibility of our brands (including c't, iX and heise online) and thus direct reader access to thousands of IT professionals.

Package rates on request

Thrice in 2024

heise Jobs
IT KOMPAKT

Dates 2024

- 05-06 March 2024 in the context of secIT by Heise in Hanover
- 21-25 August 2024 in the context of the gamescom in Cologne
- October 2024 in the context of the Dreamhack in Hanover



EVENTS

THE ix

ix is the leading trade journal for IT specialists. Whether software specialists, security experts or system administrators - if you are looking for IT specialists to strengthen your company, you can present yourself to an affine readership in ix in a targeted manner and without wastage.

DATES 2024

Issue	On sale	Space close	Materials
02/2024	26 Jan, 2024	11 Jan, 2024	15 Jan, 2024
03/2024	23 Feb, 2024	06 Feb, 2024	08 Feb, 2024
04/2024	22 Mar, 2024	05 Mar, 2024	07 Mar, 2024
05/2024	26 Apr, 2024	09 Apr, 2024	11 Apr, 2024
06/2024	31 May, 2024	13 May, 2024	15 May, 2024
Special 1/2024	14 June, 2024	28 May, 2024	30 May, 2024
07/2024	28 June, 2024	11 June, 2024	13 June, 2024
08/2024	26 July, 2024	09 July, 2024	11 July, 2024
09/2024	23 Aug, 2024	06 Aug, 2024	08 Aug, 2024
10/2024	20 Sept, 2024	03 Sept, 2024	05 Sept, 2024
11/2024	25 Oct, 2024	08 Oct, 2024	10 Oct, 2024
Special 2/2024	08 Nov, 2024	22 Oct, 2024	24 Oct, 2024
12/2024	22 Nov, 2024	05 Nov, 2024	07 Nov, 2024
01/2025	20 Dec, 2024	03 Dec, 2024	05 Dec, 2024

Issues with a special focus and high affinity to the job market/HR recruiting

CIRCULATION FIGURES

CIRCULATION SOLD

37,715 copies

SUBSCRIPTION

22,677 copies

Source: IVW II/ 2022



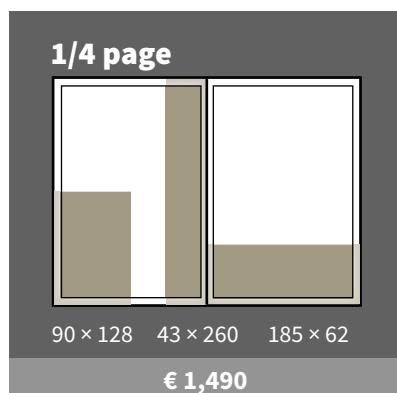
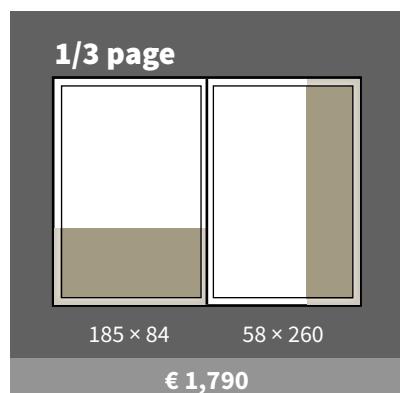
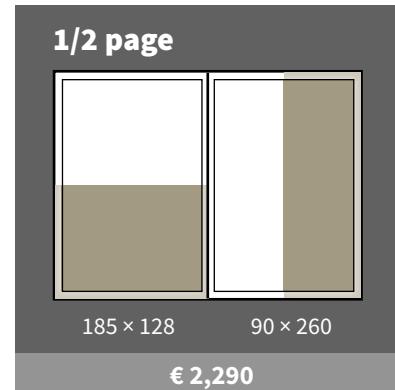
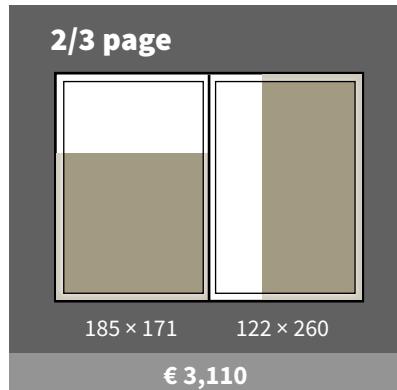
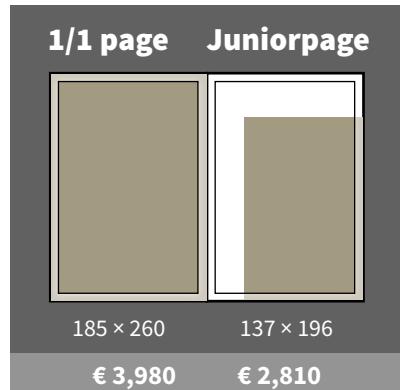
Readership

- System administrators, managers
- Network Administrators
- Programmer/Application Developer
- Service technician internal
- Webmaster
- Software Engineers
- IT Security Officer
- Database Administrators
- Web designer
- Manager network

PRINT

THE ix

JOB ADVERTISEMENTS by heise Jobs – FORMATS AND RATES incl. APP



The plus for your advertisement in the ix job market:

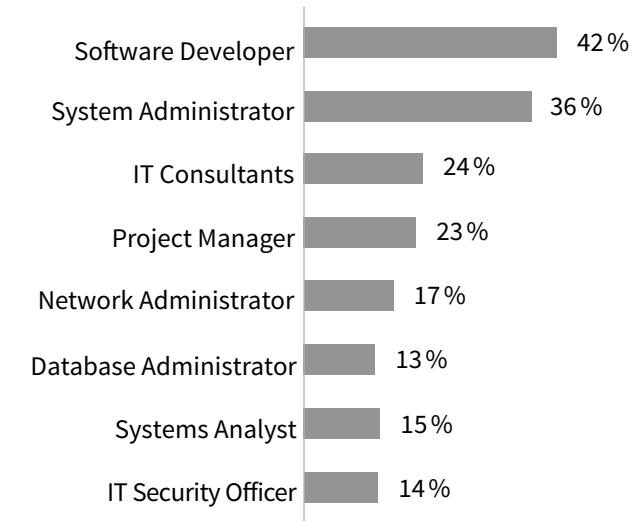
Every ix job market ad is also published on heise Jobs, the IT job exchange of heise online.

Format: Job advertisement Professional

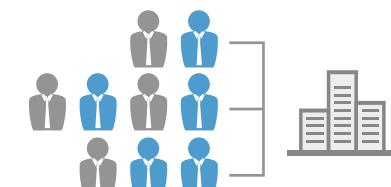
Run time: 30 days

Additional data delivery:
Link to your online job posting

ix readers hold key positions in companies



Source:
ix reader survey February 2022,
n=1,108



YOUR ADVANTAGES:

- favorable base rates
- no color surcharges
- low scattering loss

Please note that job ads are only placed in the type area.

All sizes: Width x height in millimeters. Other formats on request.

Rates plus VAT.

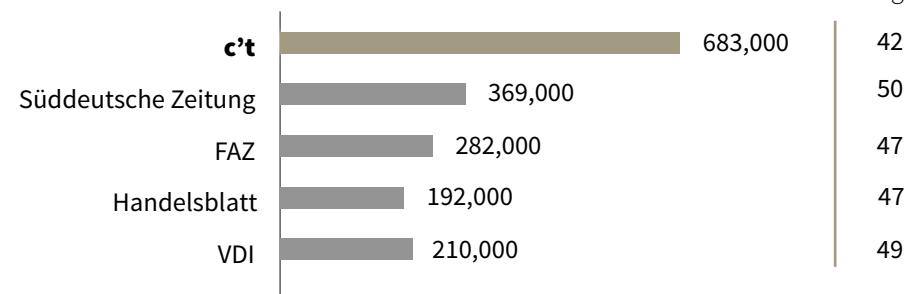
PRINT

THE c't magazine

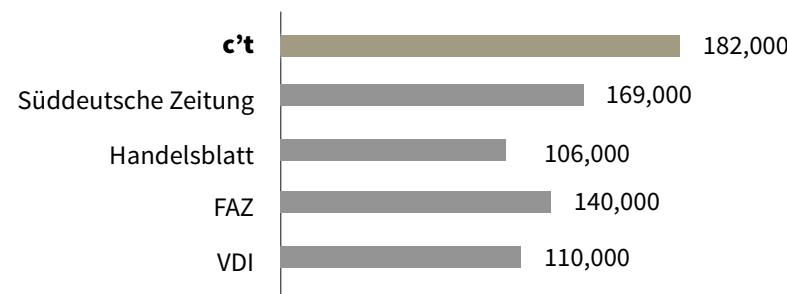
c't is published fortnightly with a top-class job market for IT professionals. With 161,309 subscribers alone and a reach of 879,000 readers, c't is an experienced partner in the recruitment of IT professionals, specialists and executives in the IT sector.

READER PROFILES IN COMPARISON

IT-SAVVY PROFESSIONALS AND SPECIALISTS



MANAGEMENT POSITION, EXECUTIVE IN THE COMPANY - TOP EXECUTIVES



Source: AWA 2023

Pre-filter: I am particularly interested in the use and application of computers.

CIRCULATION FIGURES

SOLD CIRCULATION: **273,207 copies**

SUBSCRIPTION CIRCULATION: **161,309 copies**

DISTRIBUTED CIRCULATION: **276,007 copies**

PRINT RUN: **186,772 copies**

Source: IVW III/2023

REACH TOTAL: **879,000 Rpl**

Source: AWA 2023

Readership:

271,000 readers work in the field of computers, EDP, information technology

463,000 readers are currently employed

635,000 readers are men

469,000 readers consider success at work important and worth striving for

They are assertive (**57%**) and „usually expect success,“ say **72% of readers**

64% always want to learn new things

326,000 readers are fully committed to their profession and work hard for it (workaholic)*.

70,000 readers will change careers or jobs in the next 12 months (ø 42 years)

507,000 are interested in further professional development (ø 40 Jahre)

Source: AWA 2023

Pre-filter: I am particularly interested in the use and application of computers.

*Self classification

PRINT

THE c't magazine

SCHEDULE 2024

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02/2024	12 Jan, 2024	15 Dec, 2023	19 Dec, 2023
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05/2024	23 Feb, 2024	05 Feb, 2024	07 Feb, 2024
06/2024	08 Mar, 2024	19 Feb, 2024	21 Feb, 2024
07/2024	22 Mar, 2024	04 Mar, 2024	06 Mar, 2024
08/2024	05 Apr, 2024	14 Mar, 2024	18 Mar, 2024
09/2024	19 Apr, 2024	28 Mar, 2024	03 Apr, 2024
10/2024	03 May, 2024	12 Apr, 2024	16 Apr, 2024
11/2024	10 May, 2024	18 Apr, 2024	22 Apr, 2024
12/2024	17 May, 2024	25 Apr, 2024	29 Apr, 2024
13/2024	31 May, 2024	08 May, 2024	13 May, 2024
14/2024	14 June, 2024	24 May, 2024	28 May, 2024
15/2024	28 June, 2024	10 June, 2024	12 June, 2024

Issue	On sale	Space close	Materials
16/2024	12 July, 2024	24 June, 2024	26 June, 2024
17/2024	26 July, 2024	08 July, 2024	10 July, 2024
18/2024	09 Aug, 2024	22 July, 2024	24 July, 2024
19/2024	23 Aug, 2024	02 Aug, 2024	06 Aug, 2024
20/2024	06 Sept, 2024	19 Aug, 2024	21 Aug, 2024
21/2024	20 Sept, 2024	02 Sept, 2024	04 Sept, 2024
22/2024	04 Oct, 2024	13 Sept, 2024	17 Sept, 2024
23/2024	18 Oct, 2024	27 Sept, 2024	01 Oct, 2024
24/2024	01 Nov, 2024	11 Oct, 2024	15 Oct, 2024
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Issue with special focus and high affinity to job market/ HR recruiting

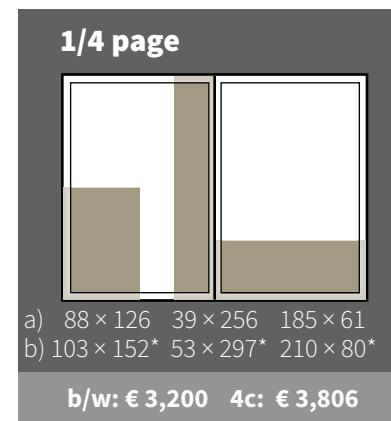
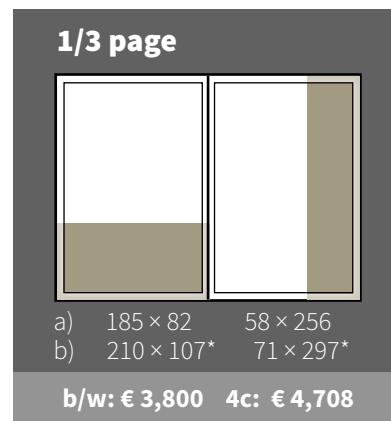
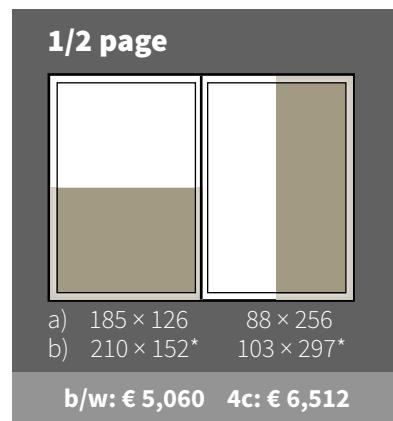
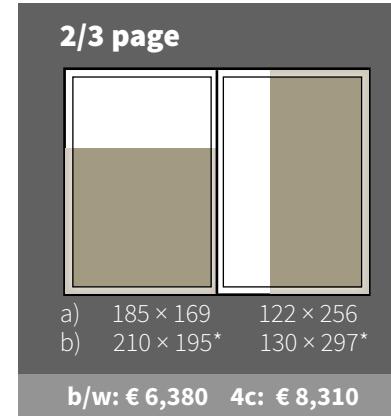
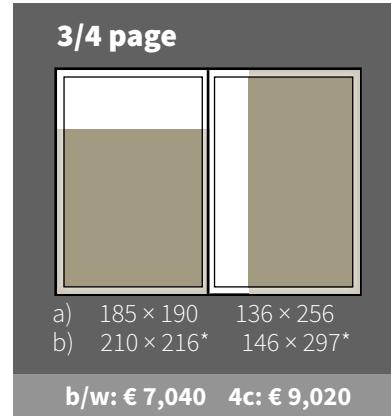
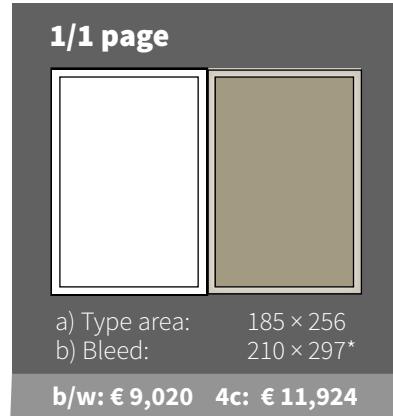
PRINT



THE c't magazine



JOB ADVERTISEMENTS by heise Jobs – FORMATS AND RATES incl. APP



Please note the format specifications for print ads:

a) Type area format or b) Bleed format (*with 3 mm trim allowance)

Rates plus VAT.

PRINT

SPECIAL SUPPLEMENT IT & CAREER

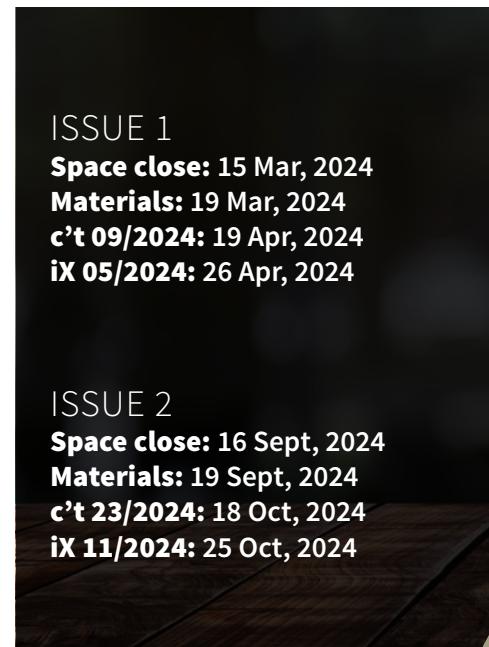
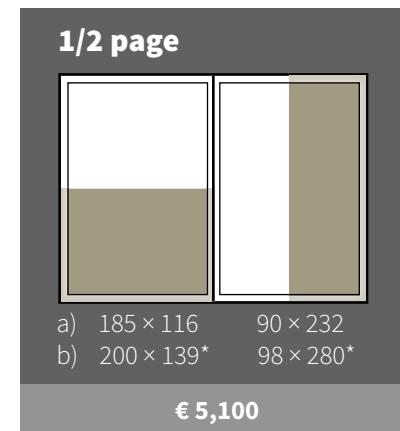
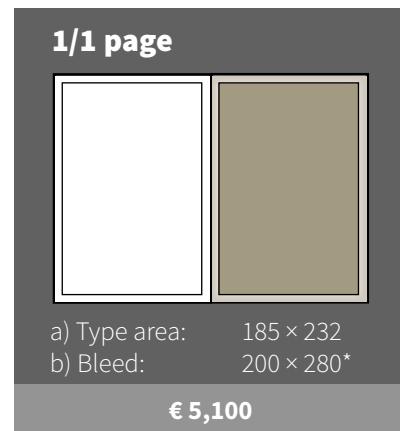
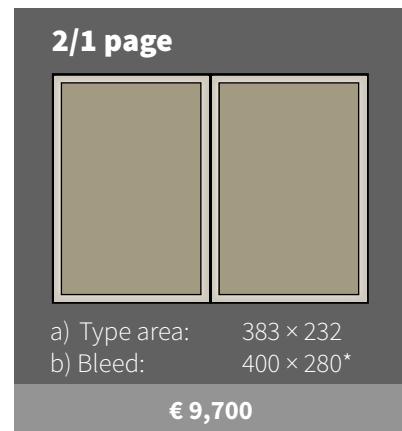
**Employer Branding - you set a high level:
Present yourself to IT professionals who are ready
to switch**

Published 2 x per year in April 2024 and October 2024

Current and forward-looking topics relating to the IT and STEM job market, published in around 200,000 subscription copies of the two heise titles c't magazin and iX-Magazin.

Our IT & Career themed special is now an established platform for personnel image ads and classic job offers. Twice a year, companies present themselves in IT & Career as attractive employers 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!



**Around
200,000
copies in the
total subscription
circulation of
c't and iX
(IVW III/2023)**

* Trim allowance starting from the stitching/bleed format 3mm

PRINT

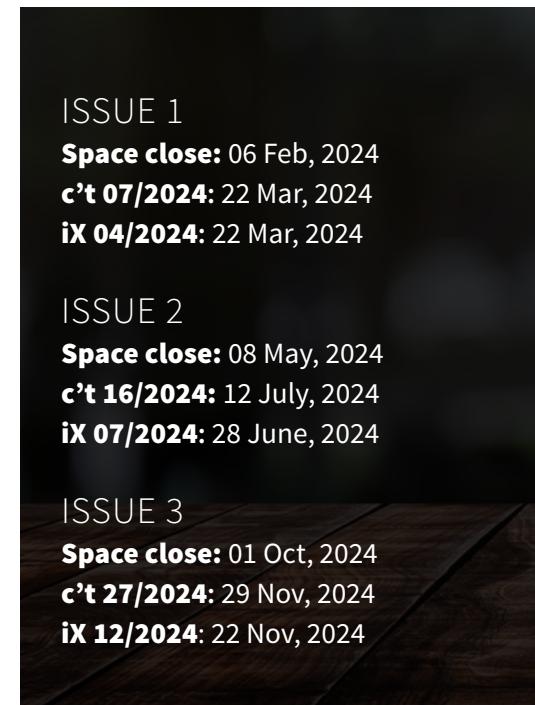
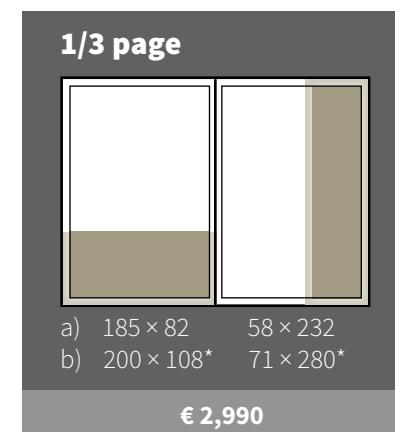
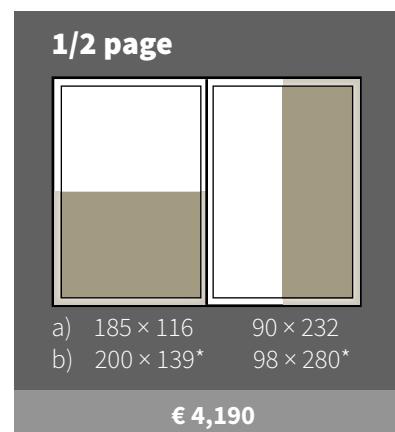
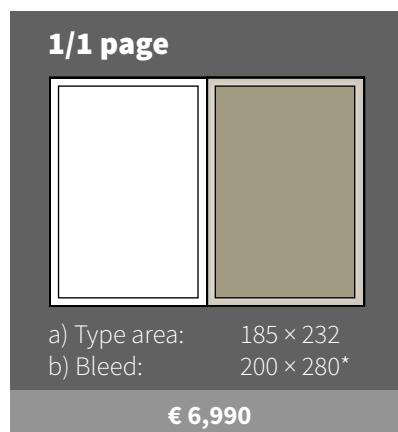
SPECIAL SUPPLEMENT **WE ARE DEVELOPERS!**

**Print circulation: around 200,000 copies
plus digital distribution as PDF edition**

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 magazin and iX magazine) with this combination. In addition to the print edition, the supplement is distributed as a digital edition to a large number of young developers.

The digital edition will be promoted via heise online, WeAreDevelopers and additional promotion campaigns. For example, 30,000 registered users of WeAreDevelopers will receive access to the digital version of the magazine, 90,000 We Are Developers followers will be notified of the issue (including a link), and 12,000 subscribers are made aware of the magazine directly via newsletter. Issue 2 will be published before the WeAreDevelopers (WAD) World Congress (July 2024) and is being published in English to additionally address the participants of the WAD World Congress.

Note: The e-magazine will be additionally distributed worldwide in the developer community!



Booklet size: 200 mm x 280 mm
Type area: 185 mm x 232 mm
All sizes: Width x height in mm

Surcharge for cover pages: 25 %; no color surcharges

* Trim allowance starting from the stitching/bleed format 3mm

PRINT



**Don't throw your line out anywhere -
ask us.**

We have for you the best fishing grounds in the portfolio.

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c't/ix

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