

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

dt magazin für  
computer  
technik

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

\*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.

- 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

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

\* Publisher's details, Sept. 2023



## 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**

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:

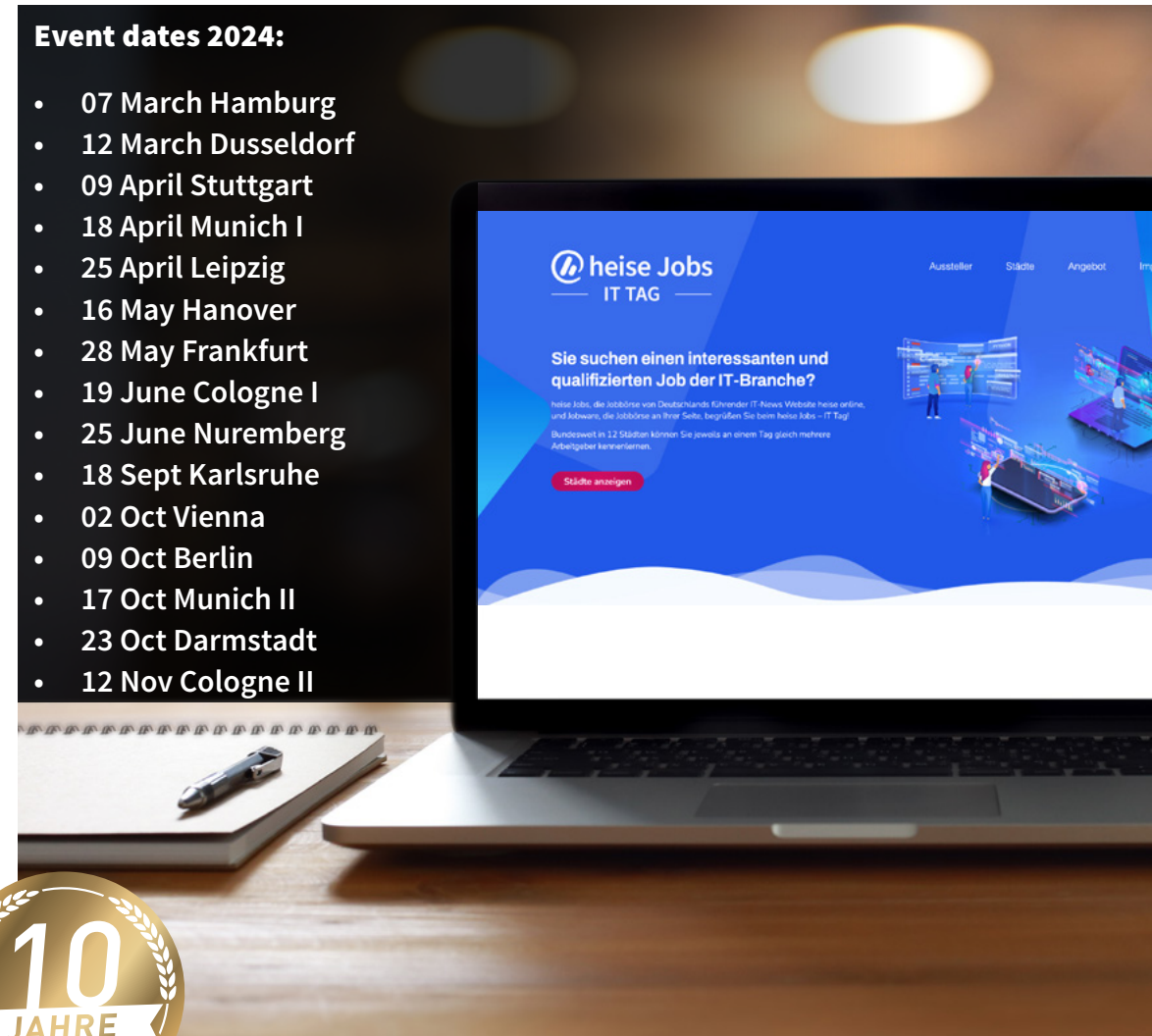
**€ 3,900** plus VAT.

**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
<b>03 / 2024</b>	<b>23 Feb, 2024</b>	<b>06 Feb, 2024</b>	<b>08 Feb, 2024</b>
<b>04 / 2024</b>	<b>22 Mar, 2024</b>	<b>05 Mar, 2024</b>	<b>07 Mar, 2024</b>
<b>05 / 2024</b>	<b>26 Apr, 2024</b>	<b>09 Apr, 2024</b>	<b>11 Apr, 2024</b>
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
<b>10 / 2024</b>	<b>20 Sept, 2024</b>	<b>03 Sept, 2024</b>	<b>05 Sept, 2024</b>
<b>11 / 2024</b>	<b>25 Oct, 2024</b>	<b>08 Oct, 2024</b>	<b>10 Oct, 2024</b>
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 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



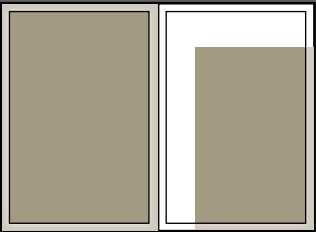
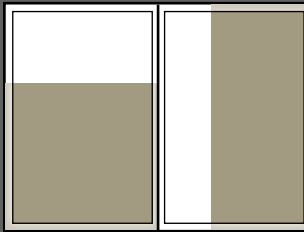
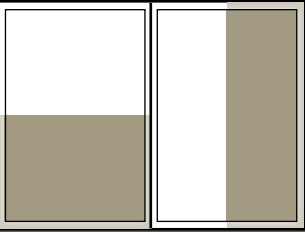
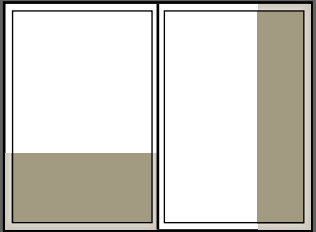
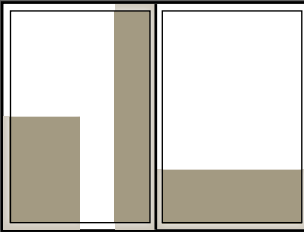
## Readership

- 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

<p><b>1/1 page Juniorpage</b></p>  <p>185 x 260      137 x 196</p> <p>€ 3,980      € 2,810</p>	<p><b>2/3 page</b></p>  <p>185 x 171      122 x 260</p> <p>€ 3,110</p>	<p><b>1/2 page</b></p>  <p>185 x 128      90 x 260</p> <p>€ 2,290</p>
<p><b>1/3 page</b></p>  <p>185 x 84      58 x 260</p> <p>€ 1,790</p>	<p><b>1/4 page</b></p>  <p>90 x 128      43 x 260      185 x 62</p> <p>€ 1,490</p>	<p><b>The plus for your advertisement in the iX job market:</b></p> <p>Every iX job market ad is also published on heise Jobs, the IT job exchange of heise online.</p> <p><b>Format:</b> Job advertisement Professional</p> <p><b>Run time:</b> 30 days</p> <p><b>Additional data delivery:</b> Link to your online job posting</p>

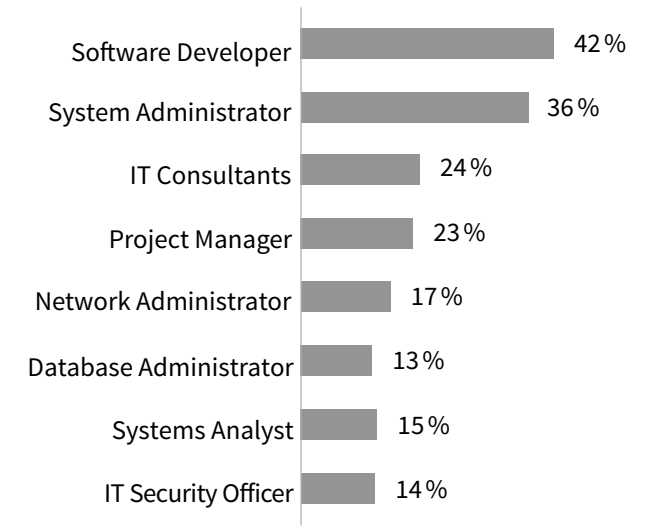
**YOUR ADVANTAGES:**

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

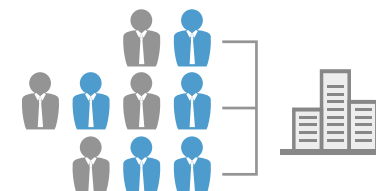
**Please note that job ads are only placed in the type area.**

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

**iX readers hold key positions in companies**



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



PRINT

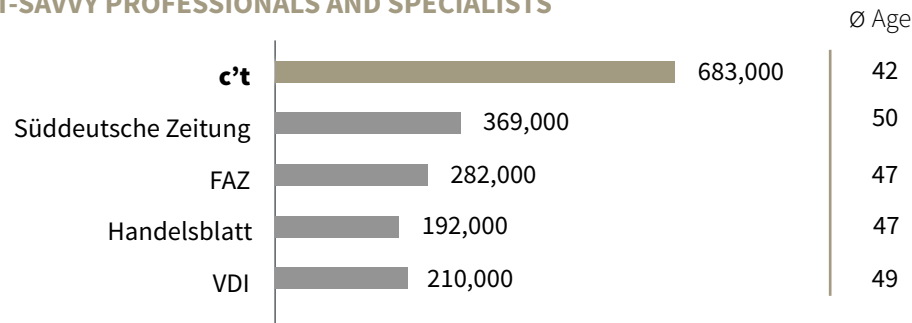


# THE c't magazine

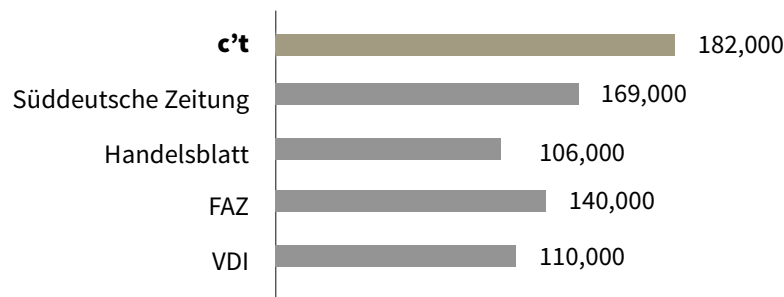
c't is published fortnightly with a top-class job market for IT professionals. With 161,309 subscribers alone and a reach of 879,000 readers, c't is an experienced partner in the recruitment of IT professionals, specialists and executives in the IT sector.

## 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

Issue	On sale	Space close	Materials
02/2024	12 Jan, 2024	15 Dec, 2023	19 Dec, 2023
03/2024	26 Jan, 2024	08 Jan, 2024	10 Jan, 2024
04/2024	09 Feb, 2024	22 Jan, 2024	24 Jan, 2024
<b>05/2024</b>	<b>23 Feb, 2024</b>	<b>05 Feb, 2024</b>	<b>07 Feb, 2024</b>
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<b>07/2024</b>	<b>22 Mar, 2024</b>	<b>04 Mar, 2024</b>	<b>06 Mar, 2024</b>
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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
<b>18/2024</b>	<b>09 Aug, 2024</b>	<b>22 July, 2024</b>	<b>24 July, 2024</b>
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
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28/2024	13 Dec, 2024	25 Nov, 2024	27 Nov, 2024
01/2025	27 Dec, 2024	04 Dec, 2024	06 Dec, 2024

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

**1/1 page**

a) Type area: 185 × 256  
b) Bleed: 210 × 297\*

**b/w: € 9,020 4c: € 11,924**

**3/4 page**

a) 185 × 190 136 × 256  
b) 210 × 216\* 146 × 297\*

**b/w: € 7,040 4c: € 9,020**

**2/3 page**

a) 185 × 169 122 × 256  
b) 210 × 195\* 130 × 297\*

**b/w: € 6,380 4c: € 8,310**

**1/2 page**

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

**b/w: € 5,060 4c: € 6,512**

**1/3 page**

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

**b/w: € 3,800 4c: € 4,708**

**1/4 page**

a) 88 × 126 39 × 256 185 × 61  
b) 103 × 152\* 53 × 297\* 210 × 80\*

**b/w: € 3,200 4c: € 3,806**

**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)

**2/1 page**

a) Type area: 383 × 232  
b) Bleed: 400 × 280\*

**€ 9,700**

**1/1 page**

a) Type area: 185 × 232  
b) Bleed: 200 × 280\*

**€ 5,100**

**1/2 page**

a) 185 × 116      90 × 232  
b) 200 × 139\*    98 × 280\*

**€ 5,100**

\* 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 magazin) 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!



**1/1 page**

a) Type area: 185 × 232  
b) Bleed: 200 × 280\*

**€ 6,990**

**1/2 page**

a) 185 × 116    90 × 232  
b) 200 × 139\*    98 × 280\*

**€ 4,190**

**1/3 page**

a) 185 × 82    58 × 232  
b) 200 × 108\*    71 × 280\*

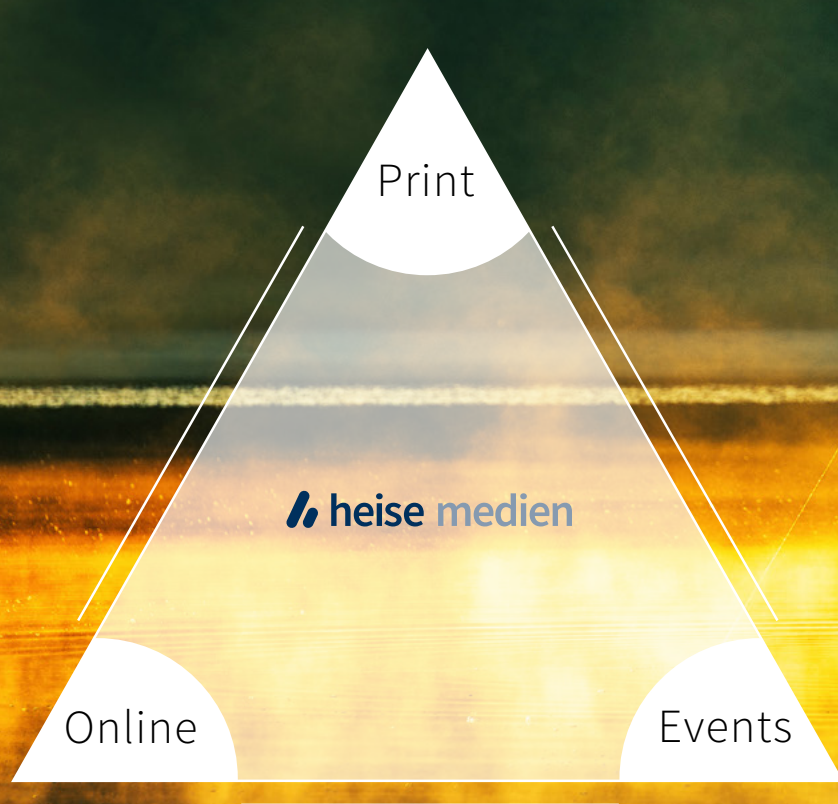
**€ 2,990**

Booklet size: 200 mm × 280 mm  
Type area: 185 mm × 232 mm  
All sizes: Width × 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.**

## CONTACT

### Team Digital

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