



Rate Card

Valid from 1st of January 2024

BRANDING

CONTENT MARKETING

LEADGEN

TRAFFIC PUSH

SALES PUSH

EMPLOYER BRANDING

COMMUNITY

TARGET GROUP TARGETING

Scale of discount | Contact

Branding

DISPLAY ADS	03
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Display Ads

Price level 1



Leaderboard
728x90 px

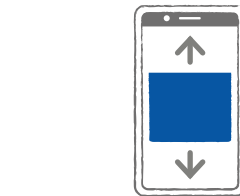


Skyscraper
max. 160x600 px

Price level 2



Medium Rectangle
300x250 px



Mobile Interscroller
300x600 px

Price level 3



Half Page Ad
300x600 px



Wallpaper
728x90 px + 160x600 px



Billboard
970x250 px



Sidebar
Dynamic

Rotation

channel rotations &
Run of heise online

Mobile Interstitial
320x480 px + 336x280 px
FC 1 per User/Day

all rates plus VAT. Agency commission is granted; minimum booking volume is € 3,500 gross

CPM

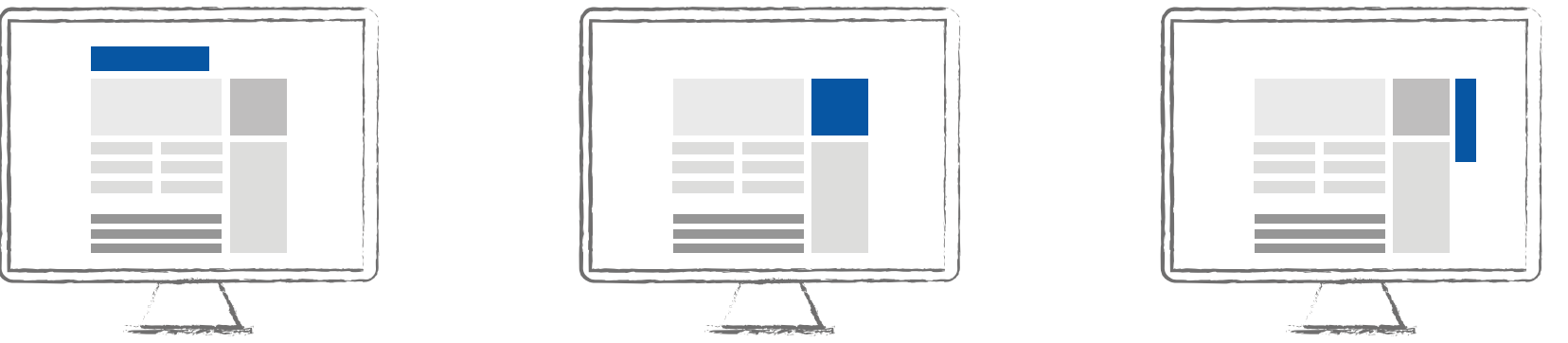
First party target groups/ interests	Price level 1	Price level 2	Price level 3
Audience IT Decision Maker	€ 59	€ 79	€ 99
Audience Server • Cloud • Security • Recruiting • Developer	€ 59	€ 79	€ 99
Audience Consumer	€ 19	€ 29	€ 39
Rotations	Price level 1	Price level 2	Price level 3
Channelrotation (Selection of at least 3 channels)	€ 49	€ 69	€ 89
Run of heise online	€ 29	€ 39	€ 49

Channels	Price level 1	Price level 2	Price level 3
 	€ 59	€ 79	€ 99
News categories: Applications • Business • Consumer Electronics • Entertainment • Trade • Hardware • Internet • Linux & Open Source • Mobile • Networks • Security • Software Engineering • Server & Storage • Technology & Research • Windows Keyword Targeting			
Make: 	€ 29	€ 39	€ 49

Programmatics: All these formats and channels can also be booked as Private Deal or Preferred Deal via the Google AdExchange or Yieldlab.

Account Based Display

Rate category 1



Leaderboard
728 x 90 px

Medium Rectangle
300 x 250 px

Skyscraper
max. 160 x 600 px



Mobile Rectangle
300 x 250 px

Mobile Interscroller
300 x 600 px

> 2500 Accounts	189 € CPM
< 2500 Accounts	199 € CPM
< 500 Accounts	209 € CPM

Rate category 2



Half Page Ad
300 x 600 px

Billboard
970 x 250 px

Wallpaper
728 x 90 px + 160 x 600 px



Sidebar
Dynamic

Mobile Interstitial
320 x 480 px + 336 x 280 px

> 2500 Accounts	229 € CPM
< 2500 Accounts	239 € CPM
< 500 Accounts	249 € CPM

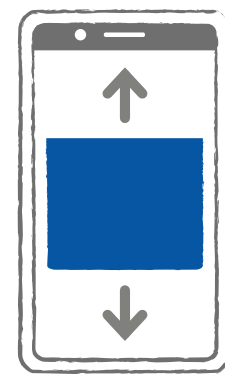
Rotation

Channel rotations &
Run of heise online

Example: Your target account list (TAL) comprises <2500 accounts. This results in a CPM of €199 in price group 1. We calculate the individual forecast of ad impressions based on your TAL. This results in the following calculation, for example: €199 x 100,000 ad impressions = € 19,900 gross

all rates plus VAT. Agency commission is granted

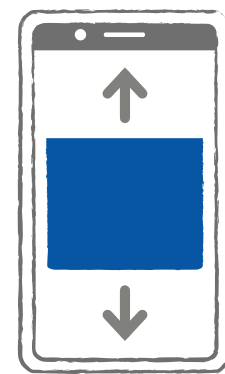
120 x 600 px
(max. 200 x 800 px)



300 x 600 px
(visible area:
300 x 360 px)

	Daily fixed placement HOME RUN (100% SOV)		Weekly fixed placement HOME RUN (100% SOV)	
Placement	Placement on the heise homepage, news ticker, topic pages and heise online articles		Placement on the heise homepage, news ticker, topic pages and heise online articles	
Reach	display 250,000 adImps	mobile 200,000 adImps	display 1,400,000 adImps	mobile 1,000,000 adImps
Duration	1 day		1 week	
Rate	display € 13,750	display and mobile € 20,250	display € 63,000	display and mobile € 96,000

120 x 600 px
(max. 200 x 800 px)



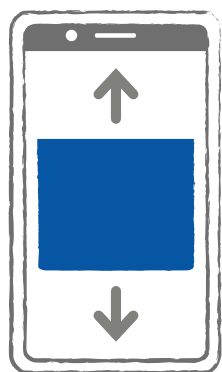
300 x 600 px
(visible area:
300 x 360 px)

	B2B weekly fixed placement (100% SOV)		B2C weekly fixed placement (100% SOV)	
Placement	individually, by audience or targeting		individually, by audience or targeting	
Reach	display 400,000 adImps	mobile 400,000 adImps	display 450,000 adImps	mobile 400,000 adImps
Duration	1 week		1 week	
Rate	display € 39,600	display and mobile € 64,000	display € 17,550	display and mobile € 24,650

Fireplace



It consists of:
Billboard and **U-Wallpaper**
1056x250 px Leaderboard: 1104x90px
+
Skyscraper left: 200x600px
+
Skyscraper right: 200x600px



Mobile Interscroller
300x600 px
(visible area: 300x360 px)

Delivery: display and mobile

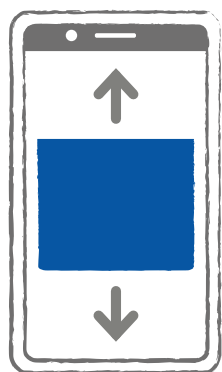
	Daily fixed placement HOME RUN (100% SOV)		Weekly fixed placement HOME RUN (100% SOV)	
Placement	Placement on the heise homepage, news ticker, topic pages and heise online articles		Placement on the heise homepage, news ticker, topic pages and heise online articles	
Reach	display 200,000 adImps	mobile 200,000 adImps	display 1,000,000 adImps	mobile 1,000,000 adImps
Duration	1 day		1 week	
Rate	display € 13,000	display and mobile € 20,000	display € 50,000	display and mobile € 80,000

all rates plus VAT. Agency commission is granted

Fireplace Targeting B2B und B2C



It consists of:
Billboard and **U-Wallpaper**
1056x250 px Leaderboard: 1104x90px
+
Skyscraper left: 200x600px
+
Skyscraper right: 200x600px



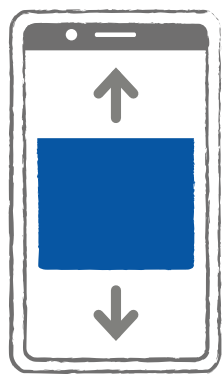
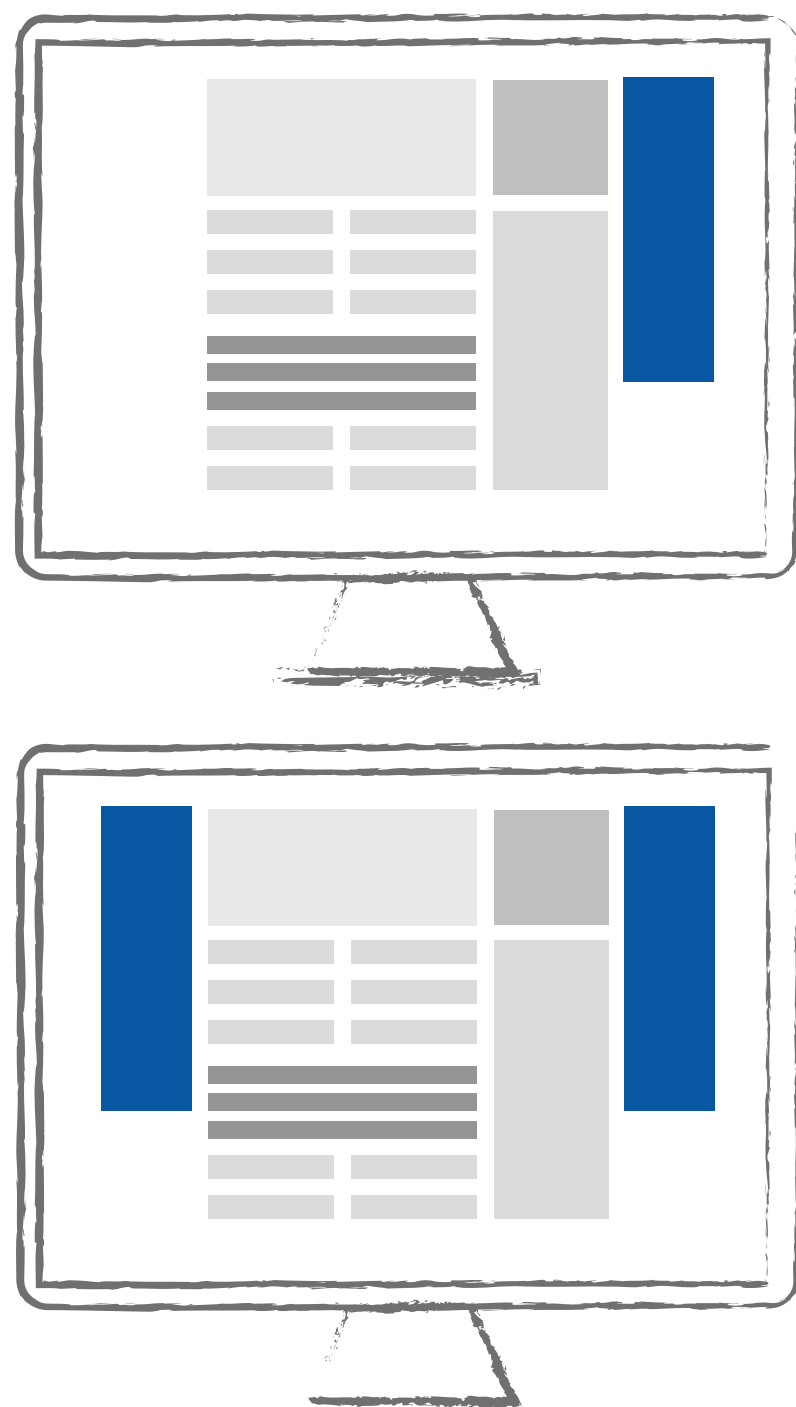
Mobile Interscroller
300x600 px
(visible area: 300x360 px)

Delivery: display and mobile

	B2B weekly fixed placement (100% SOV)		B2C weekly fixed placement (100% SOV)	
Placement	individually, by audience or targeting		individually, by audience or targeting	
Reach	Desktop 200,000 adImps	mobile 400,000 adImps	Desktop 280,000 adImps	mobile 400,000 adImps
Duration	1 week		1 week	
Rate	display € 22,000	display and mobile € 54,000	display € 11,200	display and mobile € 23,800

all rates plus VAT. Agency commission is granted

Dynamic Sidebar + Double Dynamic Sidebar



Mobile Interscroller
300x600 px
(visible area:
300x360 px)

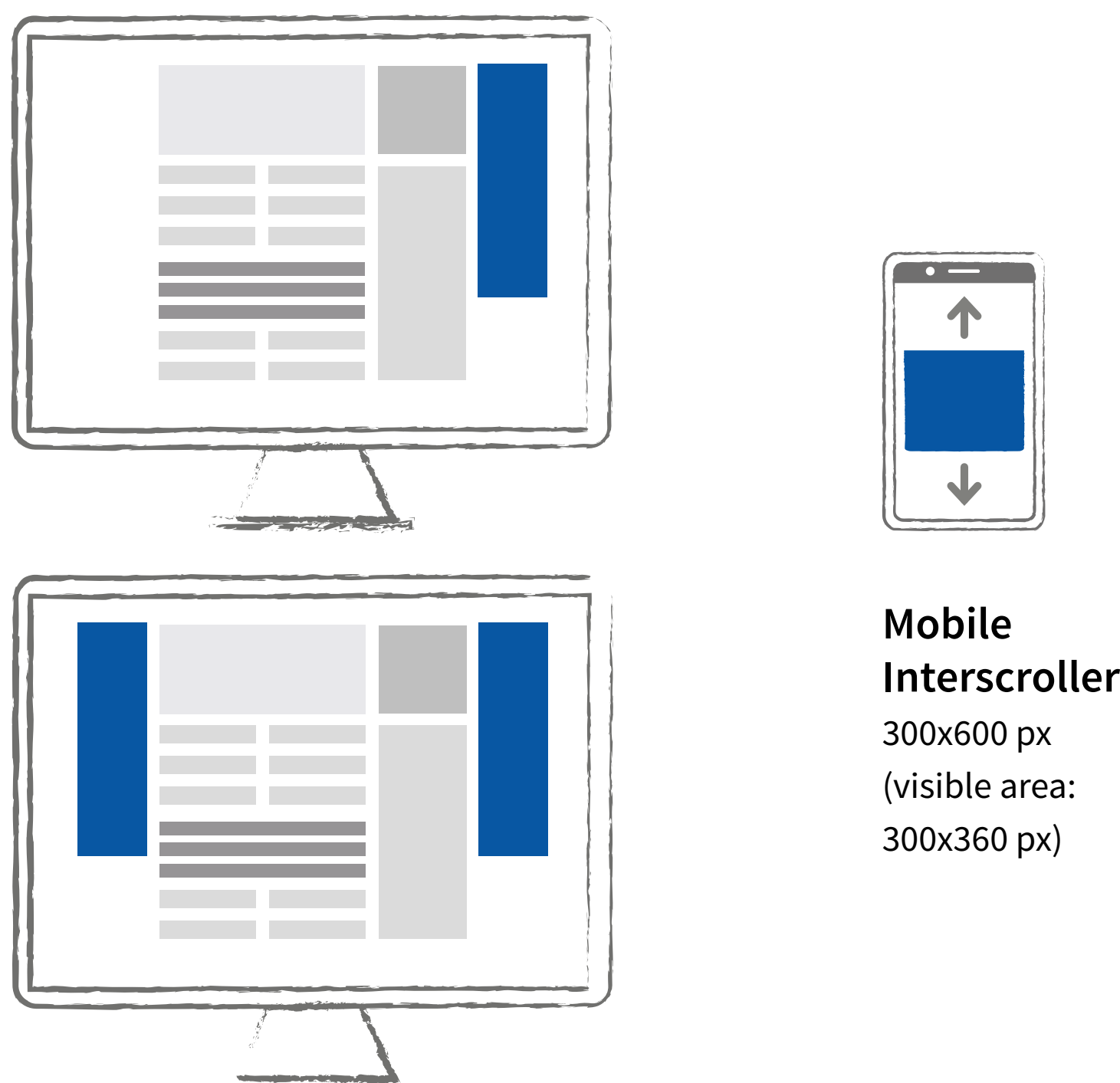
- Iframe only
- Creative needs to be responsive
- max. size: 200 kB

Delivery: 100% display

	Daily fixed placement HOME RUN (100% SOV)				Weekly fixed placement HOME RUN (100% SOV)			
Placement	Placement on the heise homepage, news ticker, topic pages and heise online articles				Placement on the heise homepage, news ticker, topic pages and heise online articles			
Reach	display 250,000 adImps		mobile 200,000 adImps		display 1,400,000 adImps		mobile 1,000,000 adImps	
Duration	1 day				1 week			
Rate	display		display and mobile		display		display and mobile	
	Sidebar	Double Dyna- mic Sidebar	Sidebar	Double Dyna- mic Sidebar	Sidebar	Double Dyna- mic Sidebar	Sidebar	Double Dyna- mic Sidebar
	€ 16,250	€ 18,750	€ 22,500	€ 27,000	€ 70,000	€ 84,000	€ 96,000	€ 120,000

all rates plus VAT. Agency commission is granted

Dynamic Sidebar + Double Dynamic Sidebar, B2B + B2C



- Iframe only
- Creative needs to be responsive
- max. size: 200 kB

Delivery: 100% display

	B2B weekly fixed placement (100% SOV)				B2C weekly fixed placement (100% SOV)			
Placement	individually, by audience or targeting				individually, by audience or targeting			
Reach	display 400,000 adImps		mobile 400,000 adImps		display 450,000 adImps		mobile 400,000 adImps	
Duration	1 week				1 week			
Rate	display		display and mobile		display		display and mobile	
	Sidebar	Double Dyna- mic Sidebar	Sidebar	Double Dyna- mic Sidebar	Sidebar	Double Dyna- mic Sidebar	Sidebar	Double Dyna- mic Sidebar
	€ 30,000	€ 50,000	€ 48,000	€ 88,000	€ 22,500	€ 27,000	€ 34,000	€ 42,500

all rates plus VAT. Agency commission is granted

Programmatic

Various SSPs are connected and the entire inventory is available programmatically.

Deals gladly on request. Minimum booking volume: 1,500 € gross



Leaderboard
728x90 px



Medium Rectangle
300x250 px



Skyscraper
max. 160x600 px



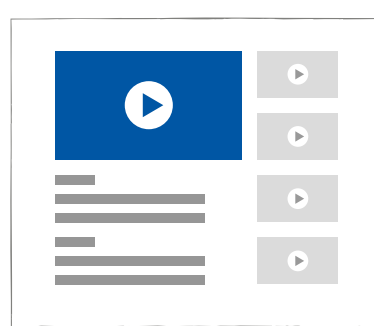
Billboard
970x250 px



Half Page Ad
300x600 px



Mobile Rectangle
300x250 px



PreRoll Ad
640 x 360 px
(mp4, avi, mov, VAST, VPAID, max. 15 seconds)

deal options:

Programmatic Guaranteed

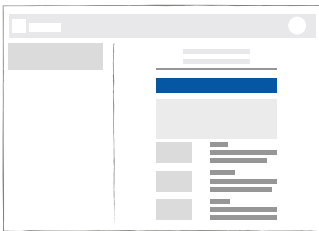
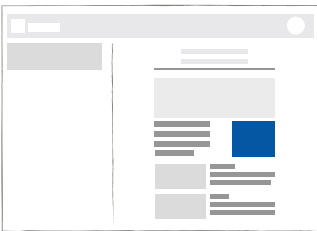
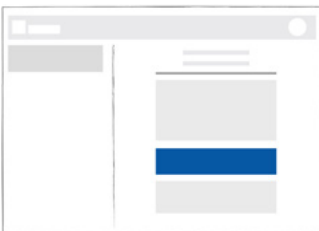
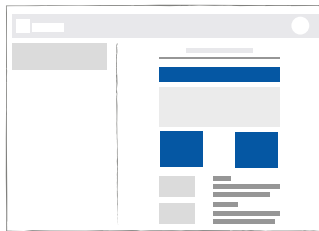
- 1 publisher and 1 buyer
- Negotiated fixed rate (CPM)
- Guaranteed volume

Preferred Deal

- 1 publisher and 1 buyer
- Negotiated fixed rate (CPM)
- No guaranteed volume

all rates plus VAT. Agency commission is granted




Newsletter Ads

Channels	approx. contacts per week	Issues a week	Date of dispatch	 Newsletter Leaderboard 540x65 px	 Newsletter Rectangle 276x230 px	 Newsletter Ad 600x150 px	 Newsletter Sponsoring 540x65 px + 2 x 276x230 px
heise online Daily	172,000	7	daily	€ 3,290	€ 2,490	-	€ 5,200
c't	130,000	bi-weekly	Friday	€ 2,430	-	-	-
heise Security	50,000	2	Monday/ Thursday	€ 1,790	€ 1,490	-	€ 3,000
developer	4,800	2	Monday/ Thursday	€ 500	€ 450	-	€ 900
Mac & i	16,250	5	daily	€ 980	-	-	-
ix	20,000	monthly	1x monthly, to the day of sale	€ 990	-	-	-
Make:	1,000	1	Monday	€ 250	-	-	-

all rates plus VAT. Agency commission is granted

Podcasts (native)













		 Videoformat Apfeltalk	 Apfelplausch
Frequency of publication	every Thursday	every Monday	every Thursday
Calls in the first 4 weeks	20,000	8,000	10,000
Length of the sequence	90-120 min.	45 min.	60-90 min.
Length Integration	30 sec. / 1 min.	30 sec. / 1 min.	1 minute
Integration	2 spots / Native	2 spots / Native	1 x Native
Production	€ 3,000	€ 2,000	€ 2,500
Bundle rate		€ 6,500	

all rates plus VAT. Agency commission is granted

Podcasts (spot)



										
Frequency of publication	every Thursday	every Saturday	every working day	every working day	weekly	every 14 days	every 14 days Thursday	every 14 days	every 14 days Wednesday	every Monday
Calls in the first 4 weeks	15,000	30,000	80,000	60,000	10,000	2,500	10,000	3,500	4,500	3,000
Length of the sequence	approx. 60 min.	approx. 60 min.	approx. 2,20 min.	Mon-Thu approx. 10 min. Friday approx. 45 min.	approx. 20 Minuten	approx. 30 Minuten	approx. 30 min.	approx. 60 min.	30-45 min.	40-60 min.
Length Integration	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.
Integration	Pre- or Mid-Roll	Pre- or Mid-Roll	Post-Roll	Post-Roll	Post-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll
CPM AdBundle (Pre-Roll OR Mid-Roll OR Post-Roll)					€ 125					
CPM TandemAd (Exclusively in one episode Pre-Roll AND Mid-Roll)					€ 180					

* Only post-rolls are possible for our snackable podcasts **kurz informiert** and **KI-Update**. However, these sponsorships are **exclusive!**

all rates plus VAT. Agency commission is granted; Minimum booking volume 1,500 € gross

Podcast networks



	heise network	B2B			B2C	
		Decision maker	IT security	Employer Branding	Consumer	Young IT talents
CPM AdBundle (*Pre-Roll OR Mid-Roll OR Post-Roll)	€ 90	€ 105			€ 70	
CPM TandemAd (* Exclusively in one episode Pre-Roll AND Mid-Roll)	€ 115	€ 135			€ 80	

* Only post-rolls are possible for our snackable podcasts kurz informiert and KI-Update. However, these sponsorships are exclusive!

all rates plus VAT. Agency commission is granted; Minimum booking volume 1,500 € gross

Podcast special



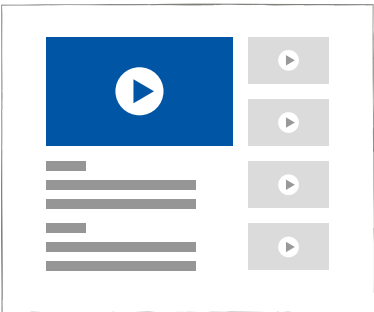
Frequency of publication	every 14 days on wednesday
Calls	approx. 500 per episode in the first 4 weeks
Length of the sequence	approx. 25 minutes
Integration	interview partner
Mention in the podcast descriptions	yes
Advertising opportunities:	<ul style="list-style-type: none">• An employee of your company will be the interview guest of the podcast; the questions are agreed in advance• Suggested topics:<ul style="list-style-type: none">- General questions and suggestions about digitization- Technology trends- Hype topics broken down into actionable strategies• Sponsor reference in the podcast descriptions on all platforms incl. link and short company description• Exclusivity as sole sponsor of an episode!
Rate per episode	€ 6,900







all rates plus VAT. Agency commission possible

Videos

PreRoll Ad

placed directly before high-quality editorial videos



Placement	heise.de       
Reach	750,000 AI per month
File size	max. 5 MB
Length	15 sec (unskipable) / 30 sec (skipable)
Formats	.mp4, .3gpp, .mov, .avi oder VAST redirect
CPM	€ 49



Frequency of publication	every Friday		
Calls in the first 4 weeks	at least 35,000		
Episode length:	10-20 minutes		
Subscribers	106,000		
Playout channels::	Youtube channel c't 3003		
Advertising options:	Package S: Native integration with briefing, up to 30 seconds at the beginning, plus sponsor notes. (Explicit recommendation max. 15 sec.)	Package M: Native inclusion + product SHOW and briefly outlined (even if only in the background) with briefing, 45 seconds at the beginning, plus sponsor notes.	Package L: Product placement, at least 4 weeks
Production	€ 5,500	€ 7,900	on request

all rates plus VAT. Agency commission is granted

Contentmarketing

ONLINE ADVERTORIAL	19
NATIVE ARTICLE	20
CONTENT HUB	21

Online Advertorial

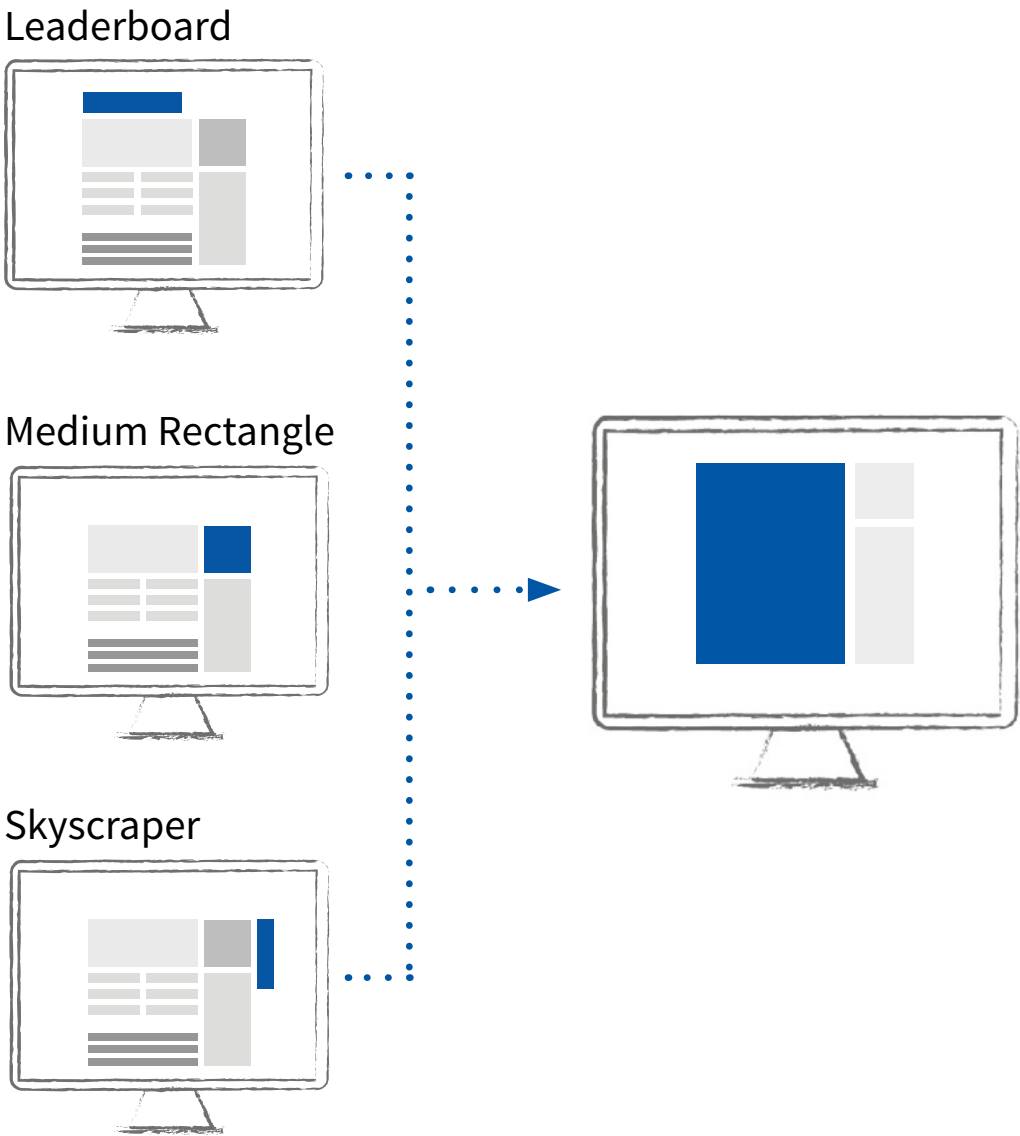
	Advertorial heise online	Advertorial Audience
Placement	heise online	heise online Audience*
Duration	4 weeks	4 weeks
Guaranteed calls	at least 2,000	1,500
Layout	✓	✓
Programming	✓	✓
Promotion	✓	✓
SEO - Relevance	✓	✓
co-branded Ads	✓	✓
Textlink	✓	✓
Rate	€ 9,900 minus agency commission if applicable	€ 10,900 minus agency commission if applicable

Note: Content creation possible on request

all rates plus VAT. Agency commission is granted

*Co-branded ads can be played in the following audiences :

IT Decision Maker, Server, Cloud, Security, Recruiting, Developer, Consumer

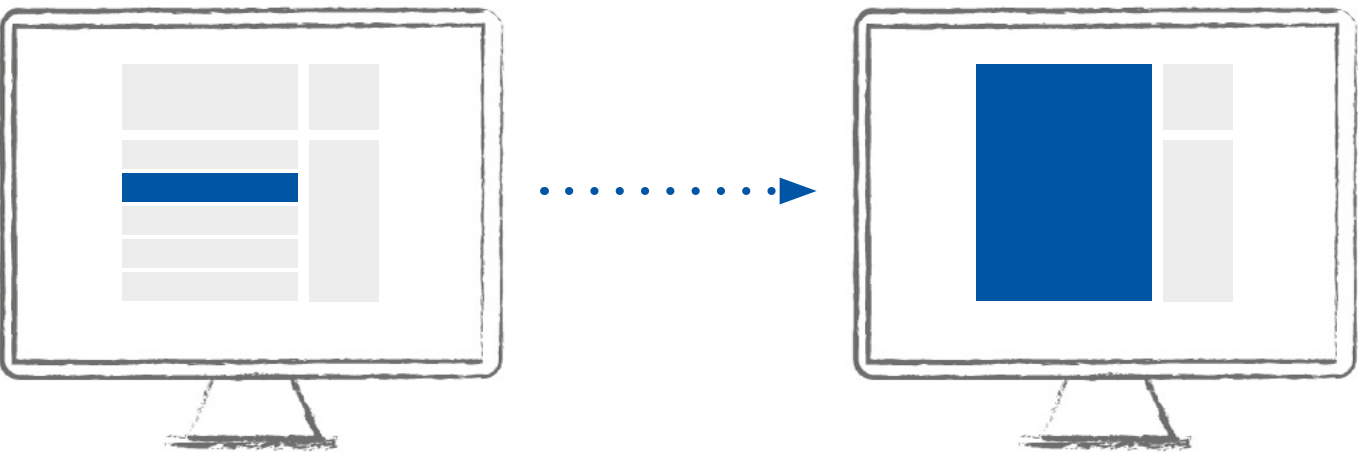


Native Article

	Small	Medium
Duration	2 weeks	4 weeks
Content page	1	2
Guaranteed calls	1,000	2,500
Content creation	✓	✓
Layout	✓	✓
Promotion (Native Teaser)	✓	✓
Programmierung	✓	✓
SEO - Relevance	✓	✓
Rate	€ 8,900	€ 12,900

Example

Advertisement in the Newsfeed



all rates plus VAT. Agency commission is granted

Content Hub

	Content Hub M	Content Hub Audience	Content Hub Leads
Articles from HBS	6	6	2 Lead assets und 5 articles
Duration	3 months	3 months	6 months
View guarantee	21,000 views	at least 35,000 views	at least 35,000 views
Audience	heise online Total	individually according to target group specifications	individually according to target group specifications
Content from customer	at least 5 Assets	at least 5 Assets	at least 4 Lead-Assets (gated)
Lead time	6 weeks	6 weeks	8 weeks
Project management HBS	yes	yes	yes
Lead guarantee	no	no	yes
Leadnurturing	no	nein	ja (MQL, MTL, SRL)*
Quantity	no indication	no indication	at least 600 Leads
Filter	no	yes (Industry, number of employees and function)	yes (Industry, number of employees and function)
Layout/Programming	yes	yes	yes
Integration of image galleries, videos, studies, whitepapers	yes	yes	yes
SEO-Relevance	yes	yes	yes
Promotion heise online	yes	yes, incl. link in Top Navi and in Top Topics	yes, incl. link in Top Navi and in the top topics as well as Native teaser in Newsstream and Daily Newsletter
Stand-alone mailings	no	yes	yes
Reporting	yes	Individual performance report	Individual performance report and lead report
Rate	from € 78,300	from € 135,000	from € 234,000

*MQL= Marketing Qualified Lead:
1 contact/download

*MTL=MQL, further qualified by additional touchpoints

*SRL=MTL plus, 3 of the following 4 criteria should be met: Authority of the ASP; need available, time horizon foreseeable; budget available.

all rates plus VAT. Agency commission is granted

LeadGen

WHITEPAPER	23
WEBCAST	24

Whitepaper

with assets

Cost per Lead (CPL)

Standard Lead

Filter and options

- ✓ First and last name
- ✓ eMail address (private/company internal)
- ✓ Job title (Pupils, apprentices, students, unemployed & pensioners are filtered out free of charge)
- ✓ Name of the company (before campaign start exclusion of max. 10 companies possible, free of charge)
- ✓ Company size
- ✓ Division
- ✓ Branch
- ✓ Postcode & Country
- ✓ Phone number

€ 100 per Lead

Company size	
Company size 50+	€ 15
Company size 100+	€ 20
Company size 250+	€ 25
Company size 500+	€ 30
Company size 1000+	€ 45
business division:	
IT only	€ 15
Non-IT only	€ 15
Industry	
no consultants	€ 15
no authorities	€ 15
no VARs/resellers	€ 15
Job title:	
ITDM only (incl. IT experts)	€ 15
Manager only (incl. C-level)	€ 45
Country	
only Germany	€ 15
Questions	
one additional question, all answers count	€ 15



all rates plus VAT. Agency commission is granted

without assets

Content creation incl. leadgen

Package S	
• € 4,900 Content creation	
• 20 Standard leads á € 100	€ 6,900
Package M	
• € 4,900 Content creation	
• 40 Standard leads á € 100	€ 8,900
Package L	
• € 4,900 Content creation	
• 60 Standard leads á € 100	€ 10,900

Account Based Marketing-Lead:

- Leads according to MQL standard
- Qualified on the basis of a previously defined target account list.

Rates on request

Double Touch Leads

ABM leads are available individually – on request

Webcasts

	S	M	L	XL
Format	Video	Video	Video	Video
Production site	Remote	Remote	Studio or Remote	Studio or Remote
Number of speakers	max. 1	max. 2	max. 3	max. 3
Company speaker visible	yes	yes	yes	yes
Length	60 minutes	60 minutes	60 minutes	60 minutes
Moderation HBS	yes	yes	yes	yes
Lead guarantee	no	yes	yes	yes
Quantity	all generated leads	85	115	150
Desktop Sharing	yes	yes	yes	yes
Filter	no	no	no	yes (Industry, number of employees and function)
Promotion heise online	yes	yes	yes	yes
Surveys	yes	yes	yes	yes
Participant questions	yes	yes	yes	yes
On-demand promotion	no	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)
Reporting	PDF-Report	PDF-Report	PDF-Report	PDF-Report
Rate	from € 10,900	from € 15,900 €	from € 23,900 €	from € 31,900 €

all rates plus VAT. Agency commission is granted

Traffic Push

NATIVE POST/UsAD	26
SOCIAL MEDIA	27
EVENT PUSH	28

Native Post / usAd

Gesponserter Link

Logo or graphic: 360x220 px
Icon: 32x32 px

Native Post

- Reach and credibility of the heart of heise online - the news ticker - is used
- Native advertising formats tend to be more click-rich than classic display advertising
- Generation of traffic for your own landing page, linked to a content topic
- Tailored communication with a high-quality B2B readership



Homepage inkl. Newsticker
duration approx. 3 weeks

€ 5,592

CPC
not discountable

€ 6.99
at least 800 Clicks

Unblockable Super Ad

300x250 px

Medium Rectangle

- On the acceptable ad list of Ad Block Plus
- Static 300x250px is not blocked by default and also reaches users with activated Ad Blocker
- Requires control via the editorial CMS, so the clicks cannot be delivered evenly over the campaign period and the clicks may be reached (long) before the end of the campaign.
- The campaign is fulfilled as soon as the number of clicks has been delivered. As a special form of advertising, the usAd cannot be tracked using standard tools (such as Google Analytics). Therefore, there may be significant counting differences. Heise reporting is authoritative for billing.



Homepage
CPC
not discountable

€ 5.99
at least 1,000 Clicks

all rates plus VAT. Agency commission is granted

Social Media

heise online

- Your advertisement will only be played in the heise online audience. That means users who actively follow heise online on Facebook and Instagram.
- **Advantage:** You can reach the heise online user in a private usage situation and thus set a new touchpoint within the customer journey

Package 1

Duration: 2 weeks
Clicks: 500 **€ 1,990**

Package 2

Duration: 4 weeks
Clicks: 1,000 **€ 3,990**

Package 3

Duration: 6 weeks
Clicks: 2,000 **€ 6,990**

heise online **inkl. LinkedIn**

- Your ad will only be played in the audience of heise online. That is, users who actively follow heise online on Facebook, Instagram and LinkedIn.
- **Advantage:** You reach the heise online user in a different usage session (both private and professional) and thus set another touchpoint within the customer journey.

Package S

Duration: 2 weeks
Clicks: 600 **€ 4,690**

Package M

Duration: 4 weeks
Clicks: 1,200 **€ 8,090**

Package L

Duration: 6 weeks
Clicks: 2,400 **€ 14,690**

Tech Specs

Image display



Image display



Carousel Ad

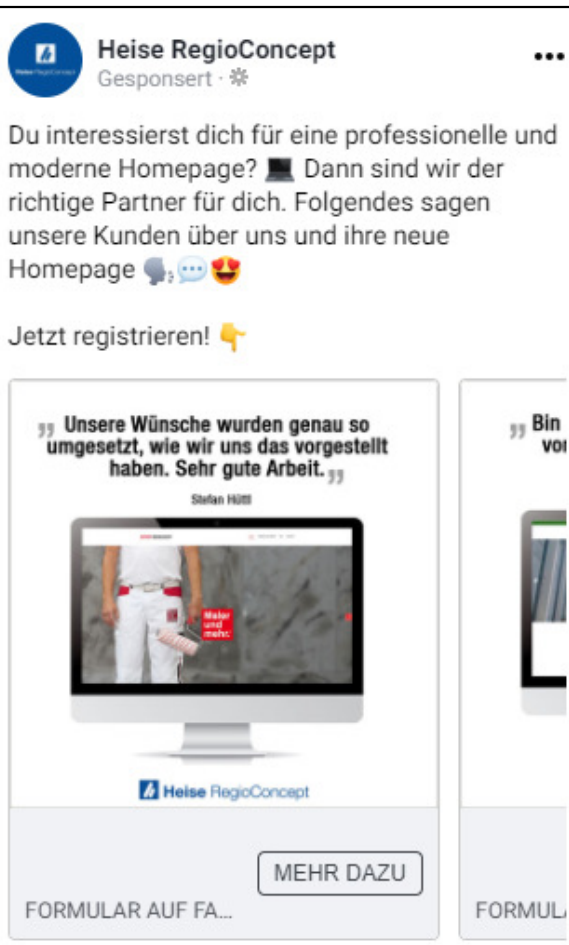




Image dimensions: 1200 x 1200 px
Heading 40 characters, Description 125 characters
URL: Clicktracking / Landingpage

Event Push

Topic Cluster	Package S	Package L
(IT) Decision Maker Developer Security Cloud	Medium Rectangle (Rotation in a topic-related environment): approx. 100.000 AIs	Billboard/Half Page Ad (Rotation in a topic-related environment): approx.75.000 AIs
		
	usAd Rotation: 250 Clicks	UsAd Rotation: 500 Clicks
	Social Media: 250 Clicks	Social Media: 500 Clicks
	Newsletter with an affinity for the topic (Medium Rectangle): 1 week	Newsletter with an affinity for the topic (Sponsoring Leaderboard + Medium Rectangle)
		Podcast „kurz informiert“ (Spot)
	5,900 €	9,900 €

The linking may only be made to the landing page of the event. Links to products, store pages or other landing pages are excluded from this promotion.

all rates plus VAT. Agency commission is granted

Sales Push

SALES AD

30

SalesAd



USP

- Creation of a sales push advertorial including text, pictures and (affiliate-) links by our TechStage team
- Promotion through co-branded ads on the heise consumer and entertainment rotation
- max. 15-20 products
- Integration of the TechStage widget linked to the price com-parison portal
- Editorial briefing possible by arrangement
- One correction loop

IMPORTANT:

There must be an added value for the user (cou-pon, high discount, raffle,...)

Packages

	Package S	Package M	Package L
Clicks	500	1,000	2,000
Duration	1 - 2 weeks	4 weeks	6 weeks
Rate	€ 3,250	€ 5,750	€ 9,250

Lead time max. 14 working days






www.techstage.de

all rates plus VAT. Agency commission is granted

Employer Branding

EMPLOYER BRANDING PACKAGES	32
HEISE JOBS	33

Employer Branding

	Package S	Package M	Package L
Branding/Display	<div>Wallpaper</div> <div></div> <div>individual target group targeting, 100,000 AdImps</div>	<div>Wallpaper</div> <div></div> <div>individual target group targeting, 250,000 AdImps</div>	<div>Wallpaper</div> <div></div> <div>individual target group targeting, 250,000 AdImps</div>
Podcast	<div>Podcast by choice</div> <div>(individual according to target group)</div>	<div>Podcast by choice</div> <div>(individual according to target group)</div>	<div>Podcast by choice</div> <div>(individual according to target group)</div>
Native Post or usAD*	300 clicks	500 clicks	700 clicks
Online Advertorial	-	-	2,000 guaranteed views, 4 weeks
Job ads Professional	2 (each € 899)	4 (each € 899)	4 (each € 899) alternative offer: 2 job ads Professional and participation in an „IT-Jobtag“
Rate	€ 6,990	€ 11,990	€ 25,99

all rates plus VAT. Agency commission is granted

Job advertisements

Job advertisements Classic

undesigned job advertisement in standard layout

Run-time 30 Days	€ 759
Run-time 60 Days	€ 999

Job advertisements for training places/internships

Run-time 30 Days	€ 109
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Job advertisements Professional

designed job advertisement in HTML format

Run-time 30 Days	€ 889
Run-time 60 Days	€ 1,220
Design of your advertisement according to your specifications	€ 90
each additional ad in the same layout https://jobs.heise.de/	€ 50

Job advertisements Professional+

designed job advertisement in HTML format
incl. ad optimization by our experts

Run-time 30 Days	€ 1,099
Run-time 60 Days	€ 1,430
Design of your advertisement according to your specifications	€ 90
each additional ad in the same layout https://jobs.heise.de/	€ 50

- included :**
- Logo box „Top Jobs“ prominent on the homepage of heise Jobs
 - Widget push in the heise online newsletter

all rates plus VAT. Agency commission is granted

Community

LIVE CHAT
USERTEST

35
36

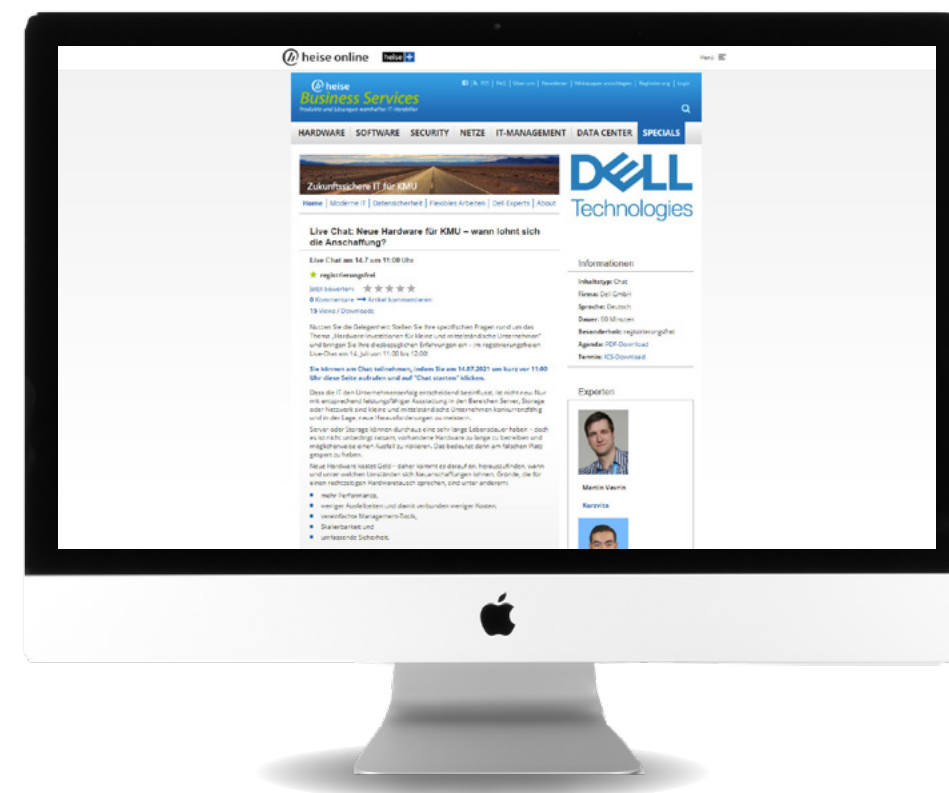
Live Chat

Benefits:

- Prominent presence on the start homepage of heise online
-> approx. 200,000 AdImps
- Consultation on the choice of topic in advance with colleagues from heise Business Service
- exchange with your target group.
- the live chat (duration: approx. 1h) is announced in advance via a landing page
- during the live chat you can refer to a ULR or contact address
- extensive promotion through co-branded ads in the run-up to the chat
- after the live chat, the transcript of the chat can be accessed via the landing page
- complete handling incl. moderation by heise Business Service

€ 25,000

Landingpages of the Live Chats



Placement of the advertising form HalfpageAd with the announcement of the live chat on the heise online start homepage



Live chat live on the heise online start homepage



Utest

Selected users deal intensively with the product in a test lasting several weeks and then share their experiences.

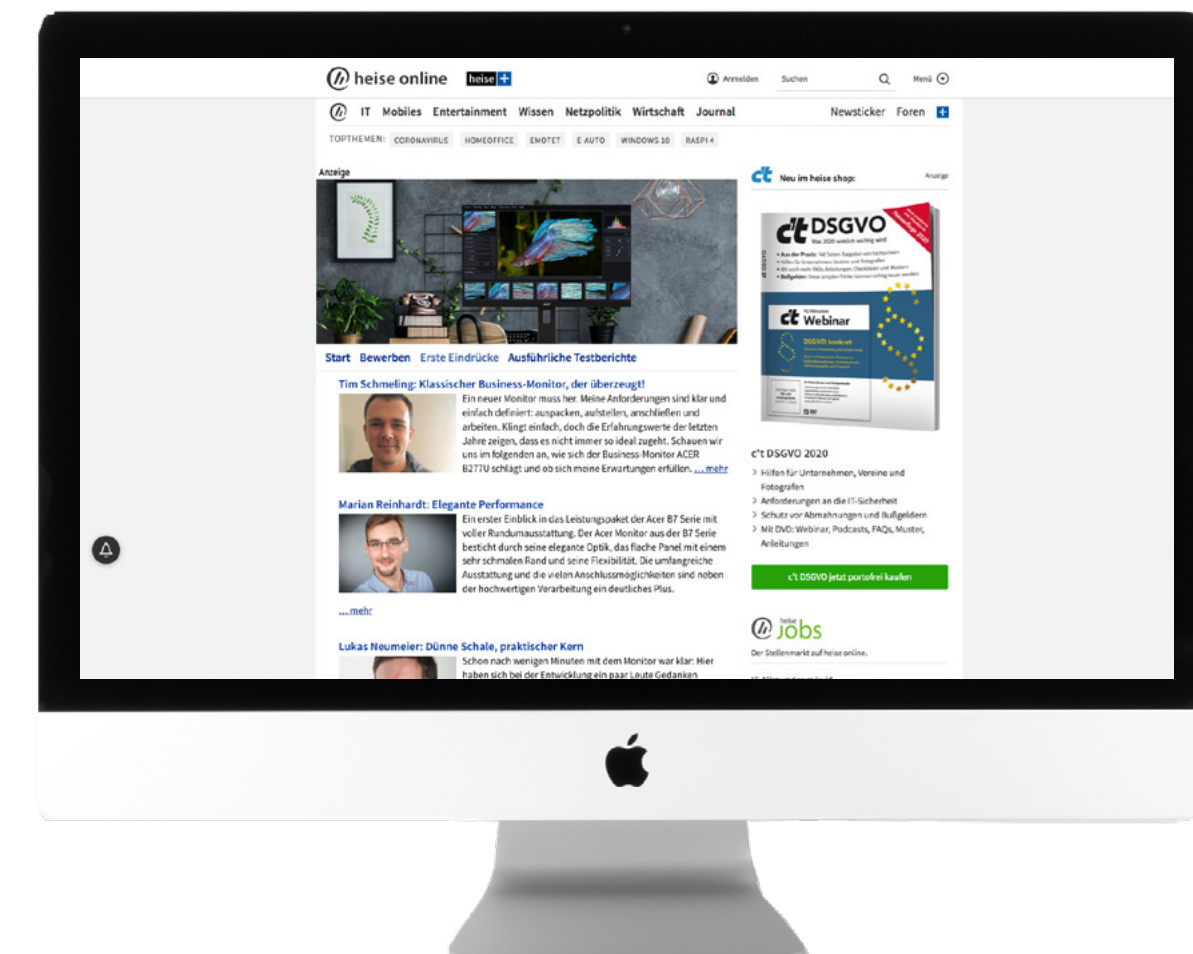
The content generated in this way is highly credible and subsequently usable.

- Added value for users
- Gladly with doctored raffle
- High credibility (users test for users)
- Test results are available as content
- High visibility, own site on heise online
- Complete handling by Heise
- Interactive solution off the beaten track

Possible procedure

- Customer provides equipment & offers prize
- Promotion in relevant channels on heise online
- Social media component (application video) possible to create additional attention here
- Sifting of applicants & selection of testers
- Dispatch of the devices by Heise Business Services
- Follow-up by Heise Business Services
- Editing and publishing of the test results on heise online
- Selection of the winner(s)
- Further promotion draws attention to test results

from € 12,000



Target group targeting

STAND-ALONE-NEWSLETTER	38
DISPLAY FIRST PARTY, 3RD PARTY	39
CONTENT HUB AUDIENCE	40
ONLINE ADVERTORIAL AUDIENCE	see page 19
ACCOUNT BASED MARKETING	see page 4

Stand-Alone-Newsletter

TARGET GROUP PACKAGES

IT decision Maker	Package S	Package M	Package L
Contacts	22,000	39,800	57,000
Rate	€ 9,900	€ 17,910	€ 25,650

Industry	Package S	Package M	Package L
Contacts	22,000	35,000	49,000
Rate	€ 9,900	€ 15,750	€ 22,050

Minimum booking volume: 9,900 Euro, only agency commission applicable
ALL technical costs are already included

* Package L always corresponds to the total target group

all rates plus VAT

Cloud	Package S	Package M	Package L
Contacts	22,000	27,000	30,000
Rate	€ 9,900	€ 12,150	€ 13,500

Business	Package S	Package M	Package L
Contacts	22,000	60,800	230,000
Rate	€ 9,900	€ 27,000	€ 103,500

Security	Package S	Package M	Package L
Contacts	22,000	-	-
Rate	€ 9,900	-	-



Display First Party, 3rd Party

First Party

We determine the segment based on the surfing behavior of the individual user on heise online. If the request for the segment matches the user's surfing behavior, the user is marked using a first-party cookie.

Under certain circumstances, a user may be included in the segment based on his or her surfing behavior, even though he or she is not part of the actual target group.

This is due solely to his surfing behavior of the pages called up (only heise online). In this case, the user is nevertheless part of the segment and is also addressed afterwards. The segmentation is not based on log-in data.

see [DisplayAds](#)

3rd Party

Google Audiences:

Target groups of segments or users with certain interests, intentions, and demographic characteristics identified by Google and external providers. Your ads are then played out to users who are most likely to be interested in the selected categories.

Particularly relevant here are IT interests and positions, among others.

see [Account Based Display](#)

Content Hub Audience

Content Hub Audience

Articles from HBS	6
Duration	3 months
View guarantee	at least 35,000 views
Audience	individually according to target group specifications
Content from customer	at least 5 Assets
Lead time	6 weeks
Project management HBS	yes
Lead guarantee	no
Leadnurturing	nein
Quantity	no indication
Filter	yes (Industry, number of employees and function)
Layout/Programming	yes
Integration of image galleries, videos, studies, whitepapers	yes
SEO-Relevance	yes
Promotion heise online	yes, incl. link in Top Navi and in Top Topics
Standalone mailings	yes
Reporting	Individual performance report
Rate	from € 135,000

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Scale of discount

Gross volume	from € 8,000	from € 12,000	from € 25,000	from € 40,000	from € 55,000	from € 80,000	from € 120,000	from € 150,000	from € 1 80,000	from € 250,000	from € 300,000
Discount	3%	5%	8%	10%	13%	15%	18%	21%	25%	30%	33%

all rates plus VAT. Agency commission is granted

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