

 heise online

 **it sa** EXPO
CONGRESS

**It's a
special offer...**

HOME OF IT SECURITY

22-24 October 2024

**Visit us at the it-sa,
in hall 7, booth 545**

Leaderboard (1104 x 90 px) supplied by you

Contact the experts from IT and security!



heise online offers you a high-quality and thematically coherent advertising environment for your online campaigns. This allows you to reach your target groups accurately and strengthen your brand identity at the same time.

heise online Facts



92% men



ø 47 years



100,000+ € pers. gross annual income

Pls: 135,746,269
Visits: 36,306,168
Qualified clients:** 10,520,955

- 29% work in the ICT/Data processing division, 66% in the service industry
- 48% work in companies with 100 or more employees
- 86% Sole/co-decision-maker/delegation in administration, organisation, IT (B2B)
- 70% are opinion leaders / multipliers

Sources: IVW March 2024 / **March 2024, LAE 2023, *heise online user survey 2020

Your contact to the heise online mediateam:

E-mail: digisales@heise.de

Phone: +49 [0] 511 5352-743

Skyscraper right (max. 120 x 800 px) supplied by you

OUR OFFER

- U-Wallpaper in rotation on heise.de, with focus on security, to convince our users to visit your booth.
- The left skyscraper of the U-Wallpaper is provided by us and can be customized in color to match your corporate design.
- PROMOTION PERIOD: 23 Sept - 24 Oct, 2024

Variant A*: 4,500 €

250.000 AI; 18€ TKP, two weeks runtime

Variant B*: 8,000 €

500.000 AI; 16€ TKP, two weeks runtime

PREMIUM OFFER

For those who would like to invite more specifically, we recommend this package:

1x Stand Alone Newsletter

Target group security (22,000 contacts) one day dispatch date, must be defined
 +

usAd (heise online Homepage + Rotation) with 500 guaranteed clicks, 3 weeks runtime
 +

1 week social media ads (Facebook + Instagram) with 500 guaranteed clicks, 1 week runtime

Package rate*: 13,500 €

* 15 % AE commission possible, no further discounts.